VOGUE

INCORPORATING VANITY FAIR

ADVANCE RETAIL TRADE EDITION

see section facing page 102

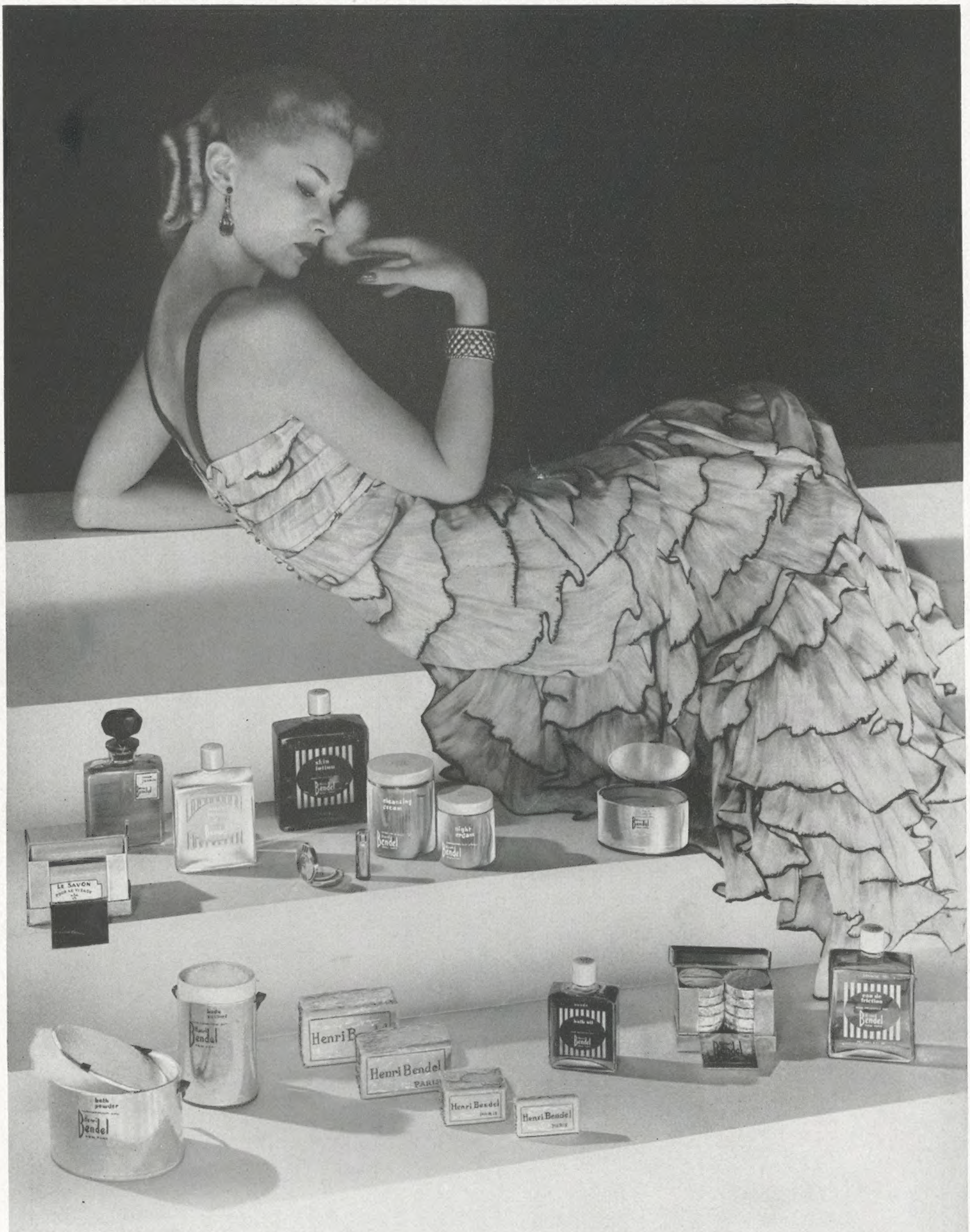
SPRING FORECAST . FABRICS . BEAUTY . FEBRUARY 15, 1940 . PRICE 35 CENTS

V O COPYRIGHT 1940, THE CONDÉ NAST PUBLICATIONS, INC.

Cannon Towels

TO A DREAMER (AND COLOR SCHEMER) If you've been considering critically a nice enough but rather neutral bathroom, let Cannon towels lift the winter of your discontent! A handful of Americannon ribbons and candy-stripes and Stitchery Borders will certainly enchant you. And basically, of course, you're buying fine, firm, serious, absorbent Cannon towels. Fortunately, too, Cannon makes so many towels (in the world's largest towel mills) that they can give you wider variety and better values all the way from 25c to $2. Cannon Mills, Inc., New York. CANNON TOWELS • CANNON SHEETS • CANNON PURE SILK HOSIERY

GEORGE PLATT LYNES



Beauty by Henri Bendel . . . the same traditional perfection that has long distinguished our Fashions now identifies our Boudoir and Bath Preparations. Available in fine shops throughout the country. Illustrated brochure on request.

Henri Bendel
10 WEST 57
NEW YORK

REG. TRADE MARK

CONMAR Slide Fastener

GREEK CLASSIC . . . *Grey crepe, pleated and draped with classic beauty, is snugly fastened by a twenty-inch Conmar closure. ❦ ❦ ❦ One by one, America's great designers are adopting Conmar — the flexible fastener that preserves the lovely lines of their style inspirations. ❦ ❦ ❦ The name Conmar on the pull tab guarantees that the zipper never jams or buckles — always performs flawlessly. ❦ ❦ ❦ Original gown by* **JAY-THORPE** NEW YORK

CONMAR PRODUCTS CORPORATION • BAYONNE, NEW JERSEY

COPR. 1940—AMERICAN VISCOSE CORP.

Crown Tested Rayon Fabrics

High-lighting White—for its shining flattery, on a "first spring dress" in women's sizes.
Of beautifully tailorable Crown Tested Rayon Crepe crisply bolero jacketed.
American Viscose Corporation World's Largest Producer of Rayon Yarn • 200 Madison Ave., New York

CROWN TESTED AND APPROVED CROWN RAYON

T. M. REG. U. S. PAT. OFF.

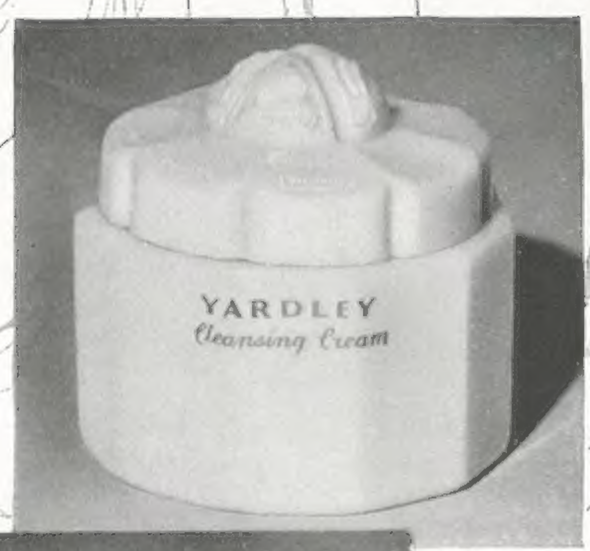
AS SEEN AT

Franklin Simon & Co. . . . . New York
Marshall Field & Co. . . . . Chicago
D. J. Healy Shops . . . . . Detroit
Bullock's . . . . . Los Angeles
The Lindner Coy . . . . . Cleveland
Schoen-Russell . . . . . Baltimore
C. Crawford Hollidge, Ltd. . . . . Boston
Livingston Bros., Inc. . . . . San Francisco
Frank R. Jelleff, Inc. . . . . Washington, D. C.
L. Bamberger & Co. . . . . Newark

THE FIRST NAME IN RAYON . . . . THE FIRST IN TESTED QUALITY

Every One Envies an "English Complexion"

A young skin finds YARDLEY'S "English Complexion" Cream perfect for cleansing and refining . . . and for keeping amazingly soft. So fresh, so luxurious, and so soothing that your face feels reborn! $1.10



A skin that needs added care finds YARDLEY'S Cleansing Cream softens dryness and roughness soothingly, effectively. Cleanses thoroughly, gently . . . $1.10

A tired skin finds YARDLEY'S Night Cream a boon at the end of an unusually active day, because it helps to smooth away signs of strain $1.10

Many skins find YARDLEY'S Foundation Cream answers the powder-base question to perfection. Firm, smooth . . . giving an immaculate satin-smooth foundation . . 85c

● Echoes from a gilded box . . . whispers behind fluttering fans . . . murmurings at supper tables . . . "It's her gorgeous 'English Complexion'!"

Graciously she receives their homage. Her brilliantly clear skin with its sunny warmth and natural freshness reflects the care she has always given it . . . ever since the day when Nanny rubbed a little of YARDLEY'S "English Complexion" Cream into her baby skin.

You, too, may find the four basic preparations on this page at YARDLEY, 620 Fifth Ave., New York, and at all finer shops.

BY APPOINTMENT TO HER MAJESTY QUEEN MARY

YARDLEY
of London

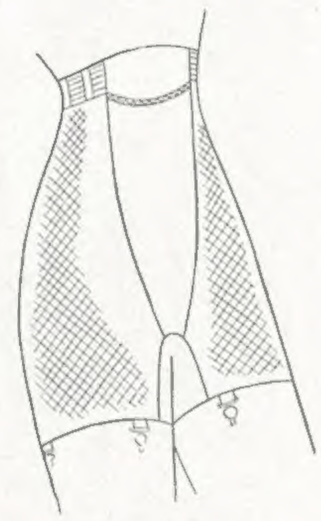
Vogue
February 15th, 1940

VOGUE Incorporating Vanity Fair is published semi-monthly by The Condé Nast Publications, Inc., Boston Post Road, Greenwich, Connecticut.
Entered as second-class matter at the Post Office at Greenwich, Connecticut, under the act of March 3rd, 1879. Subscription $5.00 a year in U. S. A.

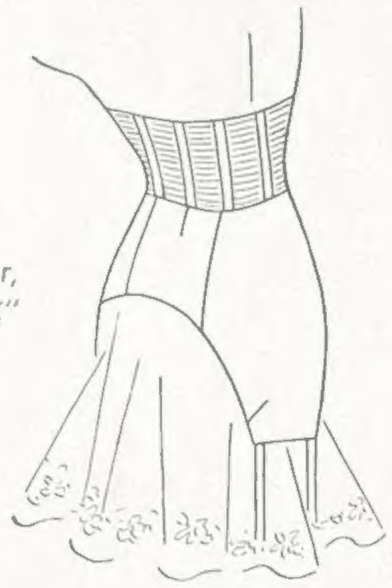
Vol. 95, No 4
Whole No. 1622

The Easter Parade of LE GANT* STA-UP-TOP*

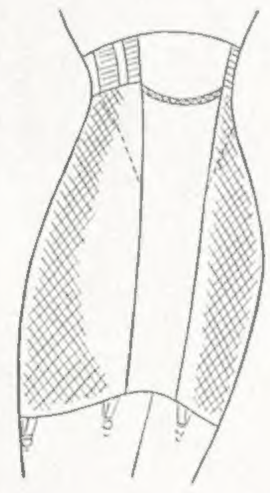
Pat. No. 2,136,742



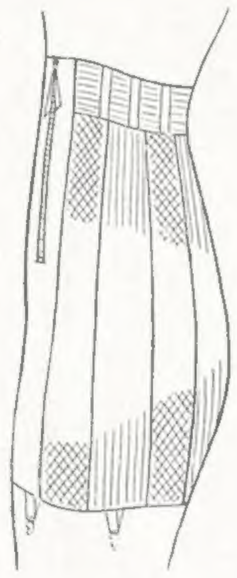
Ultra in style and ultra in comfort —this is the 4" Sta-Up-Top.



Pantie girdles for evening wear, lounging, and sports, with 1½" top that won't roll over.

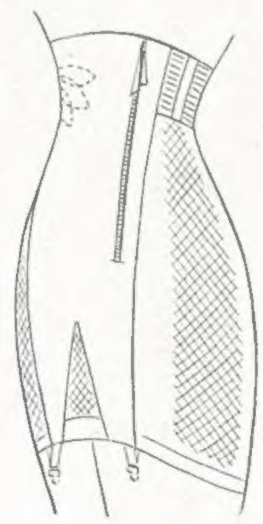


The 2" Sta-Up-Top is a great favorite with average or slender figures.



There are 2" Sta-Up-Tops with no openings, or with slide fasteners, or with hooks and eyes—to best suit your figure or your preference.

The 3" Sta-Up-Top admirably suits the longer waisted or the heavier figure.



Front lacings help adjustment in some 3" Sta-Up-Top models. Others have slide fasteners. All are most comfortable.

Your figure will be smart, your waist line properly shaped and your costume look its best when you wear your Le Gant "Sta-Up-Top" girdle for the Easter Parade! Which type "Sta-Up-Top" is yours—the 2 inch top, or the 3 inch, or perhaps the 4 inch one? You can tell when you see them and try them at your favorite shop. Select the type that suits your waist line from the parade of the "Sta-Up-Top." (Illustrated at right.)

Like all Le Gants, "Sta-Up-Top" is "the corset that's different," for it has all the comfort of elastic with the control of cloth.

Perfect for wear with "Sta-Up-Top" girdles, is A'lure, the s-t-r-e-t-c-h-a-b-l-e bra. $1.50 to $5.

Le Gant girdles and corselettes $5 to $35

At the Better Shops

Write for illustrated booklet—"Recipes for Figure Beauty"

The Warner Brothers Company • 200 Madison Avenue • New York, N. Y.

*Reg. U. S. Pat. Off. In Canada, Parisian Corset Mfg. Co., Ltd., Quebec

I like to be first

I like to make heads turn when I enter a room.

That's why I'm always first to launch new fashions in clothes. And I've found that to be a leader in shoe styles too, I must go to I. Miller. I'll tell you about my new spring shoes that are causing so much excitement.

First there's Duckbill with its saucy upturned toe and smart feather stitching. And Curny, I. Miller's spicy tan Alligator for my tailored clothes. With my dressier ensembles I wear "Terpsichord", an exquisite sandal in Chameleon Beige. And of course I'm still wearing Props. I love their good looks and buoyant feeling.

But most exciting of all is Ballerina the patent leather ballet slipper with the prop. It's an exclusive I. Miller scoop! * pat. D-117,938

— and they

I like accepted fashions

I admire some of my trail blazing friends. But personally, I prefer to wear fashions that have been accepted. That's why I buy all my shoes at I. Miller. I can always find a large selection of all the newest shoe trends. This Spring, I'm wearing Patent Leather of course. But I. Miller has made it look entirely new by clever, unusual treatments.

There's the Baby Doll Pump with its roomy wall last, and youthful bow. The Pinafore Pump with its flattering decollete! And Zephyr VIII, newest member of I. Miller's famous family of stretchable shoes. With my dressier ensembles, I wear Little Toe Peep, a graceful pump of stretchable serge stamped with the simplicity and elegance that is typically I. Miller.

both wear shoes by I. Miller

shops and agencies in principal cities

BY Kalmour IN Celanese* RAYON JERSANESE*

Fabric darling of the season draped in Alix manner to make you the fashion news of every formal party you attend. At left: As Paris dresses after dark, with frock and turban to match, $29.95 (Turban $6.00 extra). At right: More sculptured drapery in an enormously becoming style for important nights, $29.95. At leading stores everywhere

or write to Kallman & Morris, Inc. 530 Seventh Avenue, New York City

*Reg. U. S. Pat. Off.

MILGRIM, NEW YORK—I. MAGNIN, CALIFORNIA—NEIMAN-MARCUS, DALLAS

It's a Thrill on a Hill!

AND A SWIFT, SMOOTH STEPPER ON THE LEVEL!

No Gears to Shift!
You simply set the control on the steering column in "Hi" and the gears shift through the four forward speed ranges entirely automatically.

No Clutch to Press!
There's no work for the left foot — no clutch parts to wear out and replace. Power is transmitted through a smooth, silent, liquid coupling.

With Hydra-Matic Drive it's the most modern car in the world...BAR NONE!

PLENTY OF POWER—smooth, live, dynamic power—is yours in the masterful, 110 H. P. Oldsmobile Custom 8 Cruiser. Plenty of room, as well, in the longest, widest Unisteel Turret Top Body ever built by Fisher. And under you, there's a bigger and better Rhythmic Ride Chassis to smooth out the roughest roads. It's a luxury car in every way, this medium-priced Custom 8 Cruiser—and with Oldsmobile's exclusive Hydra-Matic Drive, optional at only $57 extra, it outperforms them *all!* Why not try it!

OLDSMOBILE "CUSTOM 8 CRUISER"

MOST MODERN CAR IN THE WORLD

Refreshing touches make a house a home

Everybody welcomes those things that brighten a home, that make it a pleasant place to be and to see. Flowers, pleasantly arranged, add to the spirit of living. So does ice-cold Coca-Cola. It's one of the pleasant things of life that belongs in every home. The life and sparkle of ice-cold Coca-Cola add life and sparkle to any occasion. Pure, wholesome, delicious,—Coca-Cola fills a unique place in the scheme of refreshing things.

White Gladiolus,—one of a series of flower arrangements illustrated and diagramed in the book offered on this page. •

The Six-Bottle Carton

Always serve Coca-Cola ice-cold. That means to pre-cool the bottles in your refrigerator. Then use ice to keep them cold. There are many attractive ways to do this. And remember, there is a very convenient way to get Coca-Cola,—in the handy six-bottle carton, from your dealer.

Size of book 7⅜" x 7⅜"

Get this beautiful book

• "Flower Arranging" by Laura Lee Burroughs contains 48 exquisite color reproductions of flower arrangements and many practical suggestions on this rapidly growing and fascinating art. Send your name and address, clearly printed, enclosing ten cents (coin or stamps) to cover cost of handling and mailing, to The Coca-Cola Company, Atlanta, Georgia, Dept. V.

COPYRIGHT 1940, THE COCA-COLA COMPANY

WE take pleasure in announcing to readers of Vogue the results of impartial surveys* made by 56 of America's leading stores. The surveys show that—among thousands of women who expressed a preference—the Talon fastener is preferred to any other brand of slide fastener—*by a ratio of more than 70 to 1.*

TALON, INC. • MAKERS OF THE TALON SLIDE FASTENER • MEADVILLE, PENNSYLVANIA
REG. U. S. PAT. OFF.

* These surveys were not identified with any slide fastener manufacturer. Questionnaires were mailed to women and answers tabulated under the supervision of each store. The surveys show that more than 80% of the thousands of women answering know that there are *bad* as well as *good* slide fasteners. And their preference for Talon slide fasteners in particular over any other brand was *not* 2 to 1, *not* 10 to 1—but *more than 70 to 1.* In other words, women have learned *from experience* that it is important to avoid bad slide fasteners . . . and that the trademark "TALON" is the sure indication of a thoroughly reliable slide fastener.

BECAUSE IT'S DEPENDABLE IN USE, WOMEN PREFER "TALON" 70 to 1
REG. U. S. PAT. OFF.

presenting

Sun styles

by

Brewster

FEATURED BY BURDINE'S

Burdine's
MIAMI AND THE BEACH

for **FUN** *in the* **SUN**
and **AID** *in the* **SHADE**

Hats that sparkle in the sunshine and brighten up the shade! Gay pastel felts that imbue you with their casual chic and charm. And comfortable, too . . . as "hats for Fun" should be . . . and Brewster Hats *are* . . . permitting you to put them on and *know* they're adorable.

BREWSTER HAT CO., INC. • 411 Fifth Avenue • New York City

Vogue says...

"THERE'S A LONGER LOOK TO YOUR BODICE"

VOGUE SELECTS THIS INTERPRETATION

Draped pockets on a first Spring dress in crepe. Waist nipped in by a Talon fastener.

Beautiful!—that lovely long look to your bodice. But be careful! Even the tiniest gap or pucker would ruin those sweeping lines. A Talon slide fastener in the placket ends "gap-osis"...gives you a closing that's smooth, swift, secure. But *always* "take a second look" for the trademark "TALON"—the slide fastener you can depend on!

Because it's dependable in use, women prefer "TALON"—70 to 1

REG. U.S. PAT. OFF.

TALON SLIDE FASTENER • MADE BY TALON, INC. • MEADVILLE, PENNSYLVANIA
Reg. U. S. Pat. Off.

DEAR DIARY—IT WAS SPRING WHEN WE MET . . .

and every day seemed lovelier than the one before. We drove through the Park, walked and danced and talked . . . together. How fortunate it was that I had such lovely clothes, and so many new Queen Quality Shoes. He admired my "pretty feet," but I'm sure it was the shoes that won him. I wore BARSTOW with my tweed suit that weekend in the country at his Mother's, and JONQUIL for the luncheon his sister gave. And when we went apartment-hunting, he loved the way I looked, he said . . . I wore FAYE with my new coat. I bought a pair called CHARMER for my trousseau, they're elasticized and fit divinely. And when we flew West I wore my new patent and gabardines (MOSELLE). Oh diary dear . . . it isn't a secret! Any girl would want to wear Queen Quality Shoes this Spring!

Queen Quality SHOES

Queen Quality Shoes

6.50 *to* **8.50** *up, including DeLuxe Grade*
SLIGHTLY HIGHER WEST OF ROCKIES

QUEEN QUALITY SHOE COMPANY • DIVISION: INTERNATIONAL SHOE COMPANY • SAINT LOUIS

Oversize "double" bag in supple calf—kept light as a feather by a Talon slide fastener.

Extra room in this trim tailored bag—thanks to an outside pocket made secure by a Talon fastener.

Only the flexible Talon fastener could make this calfskin bag so soft and crushable!

JAM SESSIONS ARE PASSÉ!

What? — Battle with a stubborn slide fastener? Ask for the *reliable* Talon fastener...it doesn't hitch or stick or slip.

the all-important Thinga-ma-jig!

BETRAYED BY A SLIPPING SLIDE FASTENER!

Haven't you heard of the Talon fastener . . . the slide fastener that locks securely . . . can't open accidentally?

IN AGAIN, OUT AGAIN, MISS FINNEGAN!

Think how often you open a handbag and its slide-fastened pockets. That's why people "take a second look" for the trademark "TALON" ...to make sure they get the slide fastener they can rely on—day in, day out!

TALON SLIDE FASTENER • MADE BY TALON, INC. • MEADVILLE, PA.
Reg. U.S. Pat. Off.

Because it's dependable in use—women prefer "TALON" 70 to 1
REG. U. S. PAT. OFF.

Tailored Classics . . Early Spring Series

Here's the second in our series of clothes-America-loves. The kind most women live in from morning to night. Crisply tailored of excellent fabrics. Feminine without fuss. Able to go anywhere — from Board meeting to tea date. Lined with crepes of Celanese☆ rayon yarn.

SPRING BOUND. *Large photo.* Three-piece topcoat suit in Botany's "Crunch." Bound with silk and cotton faille. Navy or black. 12 to 20, 65.00

Photographed left, from top down:

MERCURY. White-winged lapels on a two-piece suit in Botany's "Printemps"— basket-weave worsted. Black, navy, blue. 10 to 20, 35.00

POCKET SQUARE. Casual coat in Stroock's famous Chikara, of alpaca, kid mohair and wool. Natural, gray, blue, navy, black. 12 to 18, 39.95

MADRIGAL. Fitted coat in Stroock's "Ridgeway"— new vertically ridged woolen. Navy or black with white piqué revers. 10 to 20, 39.95

Bonwit Teller

FIFTH AVENUE AT FIFTY-SIXTH STREET

☆Reg. U. S. Pat. Off.

Tailored Classics

Are also available in one fine store in most cities including those listed here

Aberdeen, S. D. ..... The New York Store
Akron, Ohio ..... The A. Polsky Co
Albany, N. Y. ..... Flah & Co
Allentown, Pa. ..... Hess Bros
Alton, Ill. ..... Young's
Ann Arbor, Mich. ..... Goodyear's
Appleton, Wisc. ..... Four Seasons Shop
Ashland, Ky. ..... Parsons Faulkner Co.
Atlanta, Ga. ..... Rich's, Inc.
Baltimore, Md. ..... Hochschild, Kohn & Co
Beaumont, Tex. ..... The Fashion
Birmingham, Ala. ..... Odum, Bowers & White
Boston, Mass. ..... R. H. Stearns Co.
Buffalo, N. Y. ..... L. L. Berger, Inc.
Canton, Ohio ..... The Halle Bros. Co.
Cedar Rapids, Iowa ..... Martin's
Charleston, W. Va. ..... Frederick's
Chicago, Ill. ..... Chas. A. Stevens & Co.
Cincinnati, Ohio ..... The Lawton Company
Cleveland, Ohio ..... The Lindner Co
Columbus, Ohio ..... The Union
Dallas, Tex. ..... Sanger Bros.
Davenport, Iowa ..... Scharff's
Dayton, Ohio ..... The Rike-Kumler Co.
Denver, Colo. ..... The Neusteter Co
Des Moines, Iowa ..... Younkers
Detroit, Mich. ..... Himelhoch Bros. & Co
Donora, Pa. ..... The Boston Store
Duluth, Minn. ..... Oreck's
El Paso, Tex. ..... Popular Dry Goods Co.
Erie, Pa. ..... The Halle Bros. Co
Eugene, Ore. ..... H. Gordon & Co
Galesburg, Ill. ..... O. T. Johnson Co
Gary, Ind. ..... Hudson's
Green Bay, Wisc. ..... Stewart's
Greenville, Miss. ..... Nelms & Blum Co.
Hamilton, Ohio ..... Robinson-Schwenn
Hammond, Ind. ..... Carrie Long Shop
Harrisburg, Pa. ..... Mary Sachs
Harrisonburg, Va. ..... The Quality Shop, Inc.
Hartford, Conn. ..... G. Fox & Co
Hazleton, Pa. ..... Wears, Inc
Helena, Mont. ..... Fligelman's
Hibbing, Minn. ..... Sapero's Style Shop
Houston, Tex. ..... Battelstein's
Indiana, Pa. ..... Brody Bros.
Indianapolis, Ind. ..... L. S. Ayres & Co
Ironwood, Mich. ..... O'Donnell's Style Shop
Jeannette, Pa. ..... M. A. Gillespie Co
Kansas City, Mo. ..... Harzfeld, Inc
Kewanee, Ill. ..... Kewanee Dry Goods Co
Knoxville, Tenn. ..... S. H. George & Sons
Lancaster, Pa. ..... The Hager Store
Lexington, Ky. ..... Embry & Co
Long Beach, Calif. ..... Schick's
Louisville, Ky. ..... The Stewart Dry Goods Co., Inc
Lowell, Mass. ..... The Bon Marche
Madison, Wisc. ..... Woldenberg's, Inc
Mason City, Iowa ..... Damon's, Inc
McKeesport, Pa. ..... Katzman's
Milwaukee, Wisc. ..... T. A. Chapman Co.
Minneapolis, Minn. ..... The Young-Quinlan Co.
Nashville, Tenn. ..... Loveman's
New Haven, Conn. ..... Ann Allen, Inc
New London, Conn. ..... The Sport Shop
Norfolk, Va. ..... Smith & Welton, Inc.
Ogdensburg, N. Y. ..... Algie's Small Smart Shop
Oshkosh, Wisc. ..... Stein's
Oswego, N. Y. ..... M. J. McDonald & Co
Parkersburg, W. Va. ..... Broida's
Philadelphia, Pa. ..... B. F. Dewees, Inc
Phoenix, Ariz. ..... Korrick's
Pittsburgh, Pa. ..... Joseph Horne Co
Portland, Ore. ..... Meier & Frank Co
Providence, R. I. ..... Gladding's
Reading, Pa. ..... Jeannette Shop
Richmond, Ind. ..... Vigran's Ladies Shop
Richmond, Va. ..... Weiss
Rochester, N. Y. ..... McCurdy's
Rock Island, Ill. ..... McCabe's Style Shop
Sacramento, Calif. ..... Bon Marche
St. Louis, Mo. ..... Scruggs, Vandervoort, Barney
St. Paul, Minn. ..... Field-Schlick, Inc.
Salisbury, Md. ..... Benjamin's
San Diego, Calif. ..... The Marston Co.
San Francisco, Calif. ..... H. Liebes Co
Sioux City, Iowa ..... T. S. Martin Co
South Bend, Ind. ..... The Frances Shop
Springfield, Ill. ..... S. A. Barker Co
Springfield, Mass. ..... Brigham Co
Stamford, Conn. ..... Mantell & Martin
Steubenville, Ohio ..... Cooper Kline's
Streator, Ill. ..... Ondycke's
Sunbury, Pa. ..... The Bon Ton
Syracuse, N. Y. ..... Flah & Co
Tacoma, Wash. ..... Couzens
Tampa, Fla. ..... O. Falk's
Toledo, Ohio ..... Lamson's
Uniontown, Pa. ..... N. Kaufman's, Inc
Vicksburg, Miss. ..... The Style Shop
Virginia, Minn. ..... Sapero's Style Shop
Washington, D. C. ..... Frank R. Jelleff
Waterbury, Conn. ..... Worth's
Waukegan, Ill. ..... Newman's
Wichita, Kans. ..... Geo. Innes Co
Wilkes-Barre, Pa. ..... Beverly S. Greenfield
Worcester, Mass. ..... Richard Healy Co
Youngstown, Ohio ..... Chas. Livingston & Sons, Inc

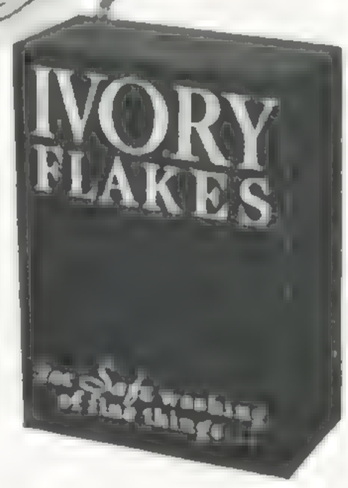
If you cannot find them in your city, write TAILORED CLASSICS, 512 Seventh Ave., N. Y.

Perfectly Simple —Simply Perfect

. . . suit blouses! Perfect because they're Truhu "Junior" pure silk crepe and Ivory-washable (which means low upkeep)! Because they're flattering and faultlessly tailored into clean-as-a-whistle lines, easy to iron! Expensive looking tiny pleats and rows of careful stitching. Colors as "tender" as dove gray, as bright as lipstick red. Delicate pastels, too. And white. Colors you can keep true-to-hue all season long with pure Ivory Flakes. 12 to 20.

Accessory blouse—so good with pearls **Pretty—but not prim. Charming, young** **A classic—with news in every pleat of its front**

About $5 at good stores everywhere, or write to Adelaar Bros., Inc., 525 Seventh Ave., New York City.



TRUHU

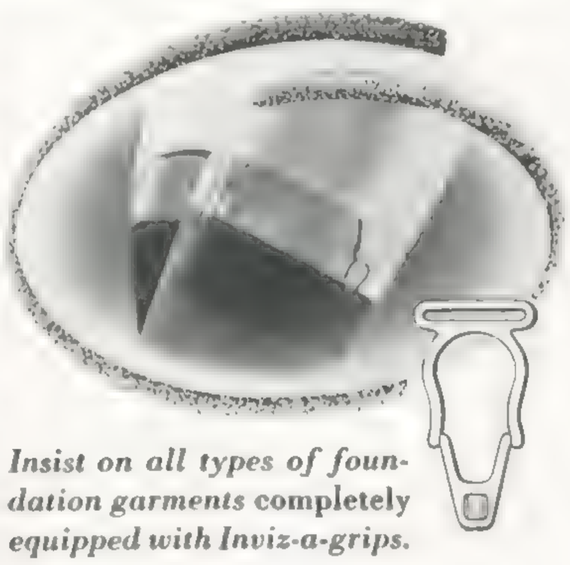
advises Ivory Flakes

99 44/100% pure

PROCTER & GAMBLE • TRADEMARK REG. U. S. PAT. OFF.

WHY SIT ON GARTER BUMPS ?

Get garter comfort when buying foundation garments. You can't "sit pretty" on knobby garters or look your best until you banish ugly, uncomfortable bumps. Inviz-a-grips are the modern hosiery supporters. Flat, thin-as-a-dime, they won't mar your smooth silhouette. They fasten more easily with just one hand. Twisting or leaning over isn't necessary! Inviz-a-grips assure straight hosiery seams and prevent costly garter runs too, as strain is not directly over the knee but distributed evenly around the welt of your stocking.



Insist on all types of foundation garments completely *equipped with Inviz-a-grips.*

INVIZ-A-GRIP

7045 Romaine St. Hollywood • 432 4th Ave. New York

THIS is your coating for spring! A smart worsted, "engraved" with clusters of fine stripes—clear and clean, sharply defined.

Cleverly slimming, beautifully supple, Pacific Koraine flows smoothly down the figure, now snugging a tiny waist, now swirling into a tumult of skirt ripples. Plan your spring wardrobe around this fashion-right coat. It has a lilt and spirit, a flattery and loveliness that you'd have to search far to match. *Colors:* Black, Navy, Oriental Gray, Horizon Blue, Beige. About $39.75

At such stores as **Russek's,** Fifth Avenue, New York; **Strawbridge & Clothier,** Philadelphia; **B. Siegel Co.,** Detroit; **Wm. H. Block Co.,** Indianapolis; **Dayton Co.,** Minneapolis; **Neusteter Co.,** Denver; **Rich's,** Atlanta; **Bullock's,** Los Angeles; **City of Paris,** San Francisco

PACIFIC MILLS • WORSTED DIVISION • 261 FIFTH AVENUE • NEW YORK

With its lovely new Pan-American colors Berkshire key-notes the season's vogue in stocking shades.

Guaranteed as advertised in Good Housekeeping ■ BERKSHIRE STOCKINGS

The new Pan-American colors especially enhance the exquisite lacy beauty of the Berkshire *KANTRUNS*—the sheer stockings that cannot run.

2 BERKSHIRE STOCKINGS for evening wear, with dancing slippers

3 BERKSHIRE STOCKINGS for afternoon, with pumps or sandals

4 BERKSHIRE STOCKINGS for street and business, with daytime shoes

Look for one of these seals on each pair of Berkshire Stockings, identifying them as 2, 3 or 4-thread.

Berkshire STOCKINGS

COPYRIGHT 1940 BY BERKSHIRE KNITTING MILLS, READING, PENNA.

Even the International Flower Show in all its fresh Spring splendor can present no colors more beautiful than many of those in the new collection of Hockanum Woolens. Moss greens, spirited azaleas, deep navy-delphiniums with gardenia-white accents...such as those in the picture...suggest just a few of the great array of colorings in which these famous fabrics are now being introduced in many of the season's smartest Coats and Suits. The costumes illustrated (and many others in Hockanum Woolens) are now on sale in good shops throughout the country.

HOCKANUM
Woolens

Hockanum Mills, Rockville, Conn. • Founded 1809 • Division of M. T. Stevens & Sons Company, North Andover, Mass. • J. P. Stevens & Co., Inc., New York, Selling Agents

Proud Hands in
KISLAV
Doeskins*
the sumptuous washables
made in France
Radiant new Spring colors are now ready at finest stores
*French Baby Lamb

A. A two-piece suit in silk-and-cotton Bengaline with pique scarf and bright buttons. Navy or black $39.95

B. Fitted coat in STRONG HEWAT Shetland with notched revers and separate white pique collar. Navy, black, gray . . $35.00

C. Military reefer in BOTANY Triple Twill or STRONG HEWAT Monotone. Gold buttons and pique scarf. Navy or black, $35.00

D. Two-piece suit of BOTANY sheer wool with eyelet pique collar and cuffs Blue, gray, navy, black . . . $35.00

Herald of Fashion

Reg. U. S. Pat. Off.

PUTS YOU IN MARCHING MOOD!

You're bound to lead the parade if you choose one of these wafer-waisted, action-loving styles that ETTA GAYNES has designed for a happy Spring.

E. Two-piece suit with new shirred detail in BOTANY sheer wool with rolled pique collar. Blue, gray, navy, black . . . $39.95

DUCHESS and EARL-GLO acetate-rayon linings used in all garments

F. Dress coat in BOTANY sheer wool with shirred panels, and rolled pique collar. Blue, gray, navy or black $39.95

FEATURED IN NEW YORK AT **B. ALTMAN & CO.** IN CHICAGO AT **CHAS. A. STEVENS & CO.**

At these stores:

Akron, O. . The A. Polsky Co.
Albany, Ga. Rosenberg Bros.
Albany, N. Y. Flah & Co
Allentown, Pa. Hess Bros.
Altoona, Pa. Simmonds
Ambridge, Pa. The Venger Shops
Anderson, Ind. Roth's
Athens, Ga. Michael Bros.
Atlanta, Ga. Leon Frohsin
Baltimore, Md. Hutzler Bros. Co.
Battle Creek, Mich. Seaman's
Beaver Falls, Pa. The Venger Shops
Binghamton, N. Y. Resnick's
Bloomington, Ill. Paul Anderson
Bluefield, W. Va. The Vogue
Boston, Mass. E. T. Slattery Co
Bridgeport, Conn. Outlet Millinery Co
Buffalo, N. Y. L. L. Berger
Cedar Rapids, Ia. Martin's
Chambersburg, Pa. Nathan's
Chester, Pa. Weinberg Bros.
Cincinnati, O. Jenny Co.
Cleveland, O. The Lindner Coy
Columbus, O. The Union
Cumberland, Md. Lazarus, Inc
Dallas, Tex. Sanger Bros., Inc
Davenport, Ia. Isabelle Ramey, Inc
Dayton, O. Bourne's, Inc.
Decatur, Ill. Semmel's
Des Moines, Ia. Wolf's
Detroit, Mich. Walter's
Duluth, Minn. M. C. Albenberg Co.
Durham, N. C. The Fashion
El Paso, Tex. The White House
Elmira, N. Y. The Gorton Co
Fort Dodge, Ia. Lilyan's
Fort Wayne, Ind. Fishman's
Frankfort, Ky. Capitol Fashion Shop
Gary, Ind. Hudson's
Grand Rapids, Mich. Fleck's
Green Bay, Wisc. Wassersteen's
Greensburg, Pa. Pross Co
Greenville, Miss. Rosenberg Bros
Harrisburg, Pa. Mary Sachs
Hartford, Conn. Outlet Millinery Co
Jackson, Mich. The Style Shop
Jacksonville, Fla. Purcell's
Kalamazoo, Mich. The Style Shop
Kansas City, Mo. Mindlin's
Knoxville, Tenn. Miller's, Inc.
Lafayette, Ind. The Fashion
Lancaster, Pa. Mary Sachs
Lansing, Mich. The Style Shop
Lewiston, Me. Ward's
Lexington, Ky. John E. Perkins
Lincoln, Neb. Hoyland-Swanson
Louisville, Ky. Simmonds
Lynchburg, Va. Millner's
Madison, Wisc. Woldenberg's
Marion, Ind. The Paris
Marion, O. Sutton & Lightner
Marshalltown, Ia. Gordon's
Mason City, Ia. Damon's
Meridian, Miss. The Liberty Shops
Milwaukee, Wisc. Stuart's
Minneapolis, Minn. John W. Thomas & Co.
Mobile, Ala. Hammel's
Montgomery, Ala. Al Levy's
Muncie, Ind. Roth's
Nashville, Tenn. Rich, Schwartz & Joseph
New Britain, Conn. Outlet Millinery Co.
New Haven, Conn. Moline's
New London, Conn. Sport Shop
New Orleans, La. Gus Mayer Co.
Northampton, Mass. John Everets
Oakland, Cal. Earl R. Lindburg Co.
Omaha, Neb. J. L. Brandeis & Sons
Oshkosh, Wisc. Newmans Cloak & Suit Co.
Owensboro, Ky. Levy's
Peoria, Ill. Schradski Co.
Philadelphia, Pa. B. F. Dewees, Inc.
Pittsburgh, Pa. Meyer Jonasson's
Portland, Ore. Meier & Frank
Providence, R. I. Lee's Dress Shop
Quincy, Ill. Roderick P. Miller
Racine, Wisc. Murray-Held Co.
Reading, Pa. Mary Sachs
Richmond, Va. Meyer Greentree
Roanoke, Va. Lazarus, Inc.
Rochester, Minn. C. F. Massey Co.
Rockford, Ill. D. J. Stewart & Co.
Rock Island, Ill. McCabe's
Sacramento, Cal. Bon Marché
St. Joseph, Mo. Dorge-Bodenhausen Co.
St. Louis, Mo. Thomas W. Garland, Inc.
San Diego, Cal. The Marston Co.
San Francisco, Cal. The White House
San Jose, Cal. Appleton & Co
Santa Monica, Cal. Campbell's
Schenectady, N. Y. H. S. Barney Co.
Scranton, Pa. The Heinz Store
Seattle, Wash. Frederick & Nelson
South Bend, Ind. Wurth's
South Norwalk, Conn. H. Frankel & Sons
Spokane, Wash. Alexander's
Springfield, Ill. Myers Bros.
Springfield, O. Sanders' Fashion
Stamford, Conn. H. Frankel & Sons
Steubenville, O. Cooper-Kline Co.
Syracuse, N. Y. Flah & Co.
Trenton, N. J. Alice Elizabeth Shop
Uniontown, Pa. N. Kaufman's, Inc.
Waterloo, Ia. The James Black D. G. Co.
Waukegan, Ill. Hein's
West Chester, Pa. Joel's
Wichita, Kan. Garfield's
Wilkes-Barre, Pa. The Beverly Shop
Wilmington, Del. Braunstein's
York, Pa. Bell's
Youngstown, Pa. Chas. Livingston & Sons

Write for free brochure to
HERALD OF FASHION, 570 7th Ave., N. Y.

Vogue's

PHOTOGRAPHIC CONTEST

FOR COLLEGE SENIORS—MEN AND WOMEN

2 Awards of Careers with the Condé Nast Studios ★ 8 Cash Prizes
Honourable Mentions

SENIORS! This is your last chance to enter Vogue's Photographic Contest. First entries, based on the problems below, must be mailed not later than February 20. All material must be addressed to: Vogue's Photographic Contest, 420 Lexington Avenue, New York City.

PROBLEM NO. 1: Send us the best photograph you have ever taken. You may send any kind of photograph (a portrait, a landscape, a building, a still life, an action snapshot, etc.) provided, in your opinion, it is the best thing you have ever done. On the back of photograph state your reasons for this selection in not over 50 words.

PROBLEM NO. 2: Take a photograph which, in your opinion, gives a vivid impression of your home, your town, or your college. Express the physical conditions, atmosphere and character as well as it is possible in one photograph.

For both of these problems you may submit any kind of a print or enlargement (large or small, glossy or matte, mounted or not).

For Problem #1, send only one picture.

For Problem #2 you may submit as many as three photographs; but in the latter case mark on the back your first, second and third choice.

Write your name and address on the back of all photographs, as well as a full technical description of the conditions under which the photographs were taken—camera, film, lens opening, shutter speed, filter, etc.

VOGUE'S PHOTOGRAPHIC CONTEST
420 Lexington Ave., New York City

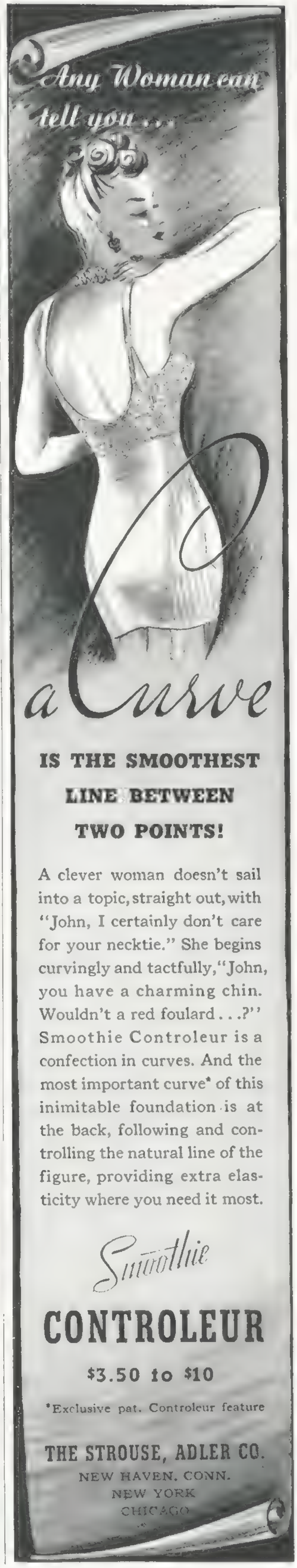
Please send me the entry blank and questionnaire which I must fill out in order to enter Vogue's Photographic Contest.

NAME _____
(PLEASE PRINT CLEARLY OR TYPE)

ADDRESS _____

V-2-15-40

SENIOR AT _____ COLLEGE OR UNIVERSITY



IS THE SMOOTHEST LINE BETWEEN TWO POINTS!

A clever woman doesn't sail into a topic, straight out, with "John, I certainly don't care for your necktie." She begins curvingly and tactfully, "John, you have a charming chin. Wouldn't a red foulard . . .?" Smoothie Controleur is a confection in curves. And the most important curve* of this inimitable foundation is at the back, following and controlling the natural line of the figure, providing extra elasticity where you need it most.

Smoothie

CONTROLEUR

$3.50 to $10

*Exclusive pat. Controleur feature

THE STROUSE, ADLER CO.
NEW HAVEN, CONN.
NEW YORK
CHICAGO

Arrowhead Springs Hotel, California

On location at ARROWHEAD SPRINGS

in Fashion Approved Enka Rayon

Westward for sunshine . . . for air as stimulating as an apéritif . . . for exhilarating companionship. Smart wardrobes for the diverse activities at Arrowhead Springs include many advance fashions in Enka Rayon.

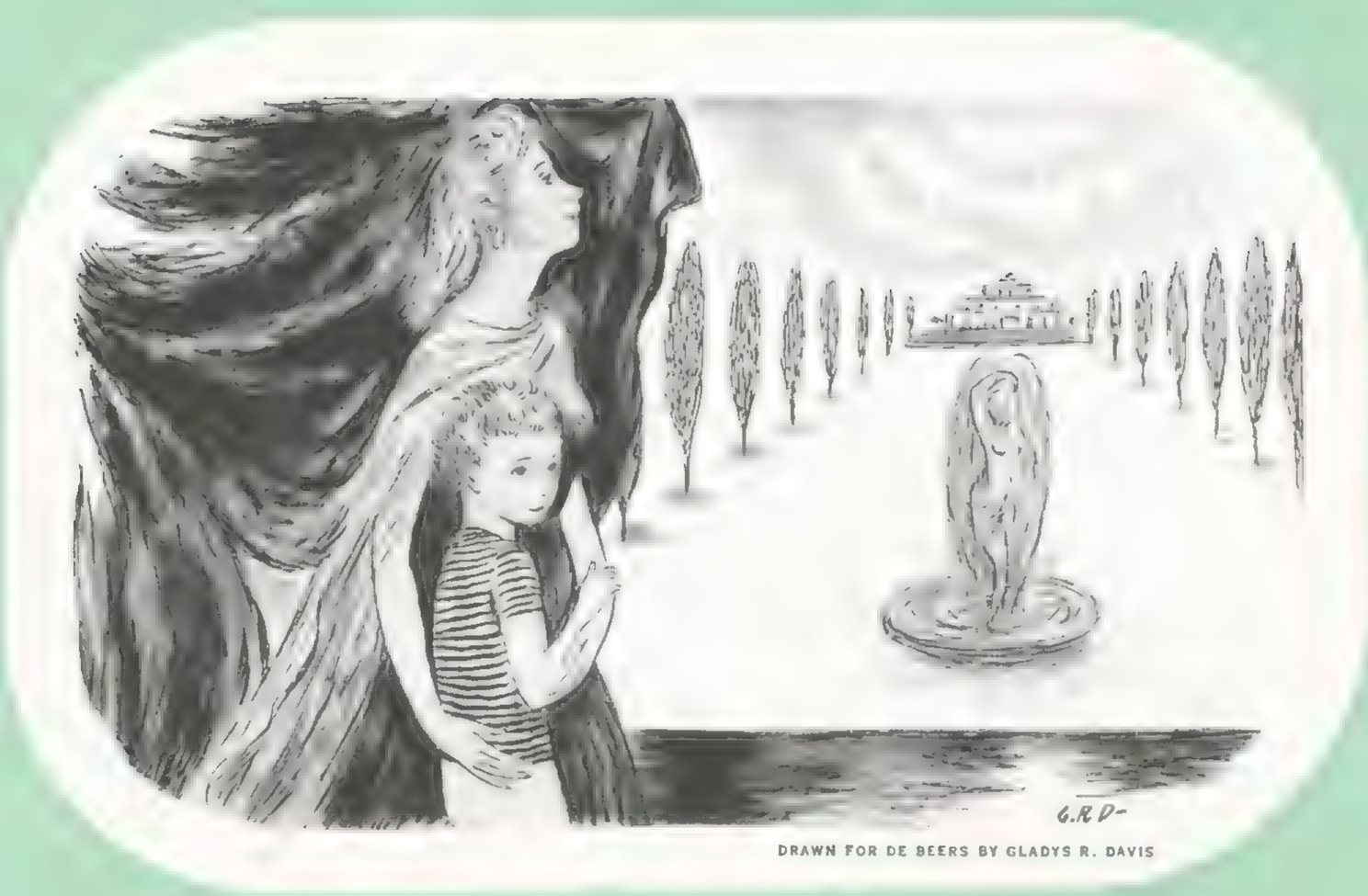
Buena Vista . . . A fanciful devoré print of Enka Rayon effectively combines lights and shadows in a soft spectator sports dress $39.95

I. MAGNIN & CO.
CALIFORNIA SEATTLE

This Enka Fashion Approved Tag is the symbol of verified quality and approved fashion.

THE FASHION NAME IN RAYON **ENKA RAYON** STANDARD OF SUPERFINE YARNS

206 Madison Avenue, New York



DRAWN FOR DE BEERS BY GLADYS R. DAVIS

CHILDREN OF LIGHT

Against the shadow of the outer world, the mother wise in love trims her lamps to light her children's pathway. An honored name, a tradition of courage, gentleness and understanding, reliance in self and pride in family, she feels, are rays to pierce the dark unknown with steadfast brightness. Nor does she neglect the association of beautiful objects. For about a heritage of beauty clings always a special glowing aura of reminder of the past. Each of her diamonds has been selected to hold her message of serene joy in its timeless fire, whisper it endlessly to the daughters of daughters and the wives of sons. She has chosen them for purity of color, flawlessness and cutting rather than for size alone, consulting reliable jewelers for added security. (Many of them take pride, you know, in caring for fine stones over several generations—and, if necessary, will assist in their purchase by arranging payments over an extended period.) The diamond, like a mother's love, endures unchanging—a precious symbol of immortal radiance.

DE BEERS CONSOLIDATED MINES, LTD., AND ASSOCIATED COMPANIES

CURRENT PRICES OF QUALITY DIAMONDS: (Exact weights shown are infrequent. Fractional weights at relative prices.) One-half carat, $100 to $200 / One-carat, $325 to $600 / Two-carat: (Square-cut) (Brilliant) $900 to $1750. / Three-carat: (Marquise) (Brilliant) from $1500

Size alone does not determine diamond value. Purity, color and excellence of cutting affect the prices of diamonds, regardless of weight. These prices do not include mounting.

FOR YOUR FIRST LINE OF ATTRACTION....

Stocking Color . . . Bandmaster

Holeproof's spirited new PARADE COLORS

Authentic as the latest fashion flash from Paris

. . . flattering misty tones, glowing sunny tones

. . . smartly keyed to favored costume colors

★ Here are youthful, beautifying hosiery colors with life and verve, to help you swing into the exhilarating tempo of a military-minded season as sure of the "rightness" of this important costume detail as you are of spring itself.

For once again, fashion creators are acclaiming Holeproof's exciting new colors . . . clear, vital shades that harmonize with costume and shoe colors sponsored by leading American and foreign couturiers.

You may take your pick from soft, gentle tones . . . lively skin tones . . . sunny, rosy tones. In Holeproof's sensational "Magic Circle"—$1.35 . . . also sheerest Luxuria Crepes, practical walking chiffons and daytime crepes, and sturdy semi-service weights . . . 89c to $1.50. At good stores everywhere. HOLEPROOF HOSIERY CO., Milwaukee.
(*In Canada, London, Ont.*)

HOLEPROOF *Tested* HOSIERY

4 of the New PARADE COLORS

★ BANDMASTER (*Illustrated*)
Glowing, sunny beige to wear now, and later. Not too light for dark spring ensembles; ideal with summer pastels and all-white.

★ REVEILLE
A dash of spring tonic for those who like lively hosiery tones. Flattering with new blues and blacks. Striking with white.

★ ROMANCE
A youthfully neutral shade with a rosy beige cast. A shade that knows no age or season, goes with everything, excellent in all weights.

★ PROMENADE
A soft, blush tone . . . new, versatile . . . stunning with navy and black . . . exquisite with light mist and sky tones favored for summer.

Holeproof is the only hosiery that has both the Good Housekeeping guarantee and the seal of the Better Fabrics Testing Bureau

Fay, Vitality's lovely messenger of Spring. A four-eyelet, open-toe tie in Tulip Black patent leather, or Gardenia White calf. April-showered with perforations. SEND FOR FREE STYLE BOOK.

Iris, Vitality Spring thrill with Cuban heel. Tulip Black elasticized gabardine and patent. Smart cutouts, tiny open toe. Also Bluejacket gabardine and calf or Gardenia White crushed kid and calf. SEND FOR FREE STYLE BOOK.

Swing Out with new Vitality

Eunice, gay Vitality elasticized step-in with Continental heel. Pin-punched Tulip Black crushed kid with patent. Also Bluejacket crushed kid and calf or Gardenia White crushed kid and kid. SEND FOR FREE STYLE BOOK.

Portia, twinkling Vitality snub-toed pump in Tulip Black gabardine and patent. Flattering twisted bow. Elasticized side straps. Peasant heel. Truly a charming fashion "must". SEND FOR FREE STYLE BOOK.

Vitality SHOES

$6.75 A FEW STYLES $6.00

Complete range of sizes and widths

VITALITY OPEN ROAD SHOES, for Outdoor and Campus Wear, $5 and $5.50

FREE! Send for your free copy of Vitality's "On Your Toes for Spring"

Packed with confidential "footnotes" of newest Spring shoe creations in frankly youthful, ever flattering fashions. Write Dept. V, Vitality Shoe Company, Division of International Shoe Co., St. Louis, Missouri.

A DIRECTORY OF FINE HOTELS & RESORTS

VOGUE'S TRAVELOG

TO PUT ON YOUR CALENDAR: These are busy days at Miami and Miami Beach. The so-called Winter meeting at Tropical Park ended on January 9th and from now until March 4th Hialeah will get the play, after which Tropical Park resumes and continues without interruption until April 10th. Below are listed some of the more important Miami dates, racing and otherwise.

Feb. 19th-23rd—14th Annual Dixie Amateur Golf Championships to be held at the Miami Country Club.

Feb. 24th—At Hialeah Park—Flamingo Stakes, $20,000 added, Mile and Furlong.

March 3rd-6th—17th Annual International $5,000 Four-Ball Golf Match to be held at the Biltmore Country Club.

So much for Miami and Miami Beach. The above are just a few of the more important events scheduled for the next week or so. Florida promotion men seem to be past masters at the art of providing varied entertainment.

Below are listed some more general dates which should be on your calendar.

Feb. 18th—Annual Azalea Festival and Beauty Contest to be held at Palatka, Florida.

Feb. 21st-23rd—Midwinter Annual Golf Tournament —Sea Island, Georgia.

Feb. 22nd—At White Sulphur Springs, Virginia. Fourth Annual Governor's Ball.

Feb. 24th-26th—Virginia Horse Show at Camden, South Carolina.

Feb. 25th—Babe Ruth Day, sponsored by the Palatka Chamber of Commerce and held in conjunction with Doan's All-American Baseball School.

ARIZONA

Chandler

San Marcos Hotel & Individual Bungalows. 250 acres of luxurious playground. 18 hole golf course. Swimming. Tennis. Riding. Robert Foehl, Manager.

Phoenix

Hotel Westward Ho. Premier hotel of the Southwest, in world-famous Valley of the Sun. Midtown with desert resort atmosphere. Am. & E. Plans. Bklt.

Tucson

Pioneer Hotel. Southern Arizona's finest. 250 rooms, each with bath. European. Coffee Shop. Dining Room. Roof Garden. Sun Deck. Sensible rates.

Santa Rita Hotel. 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo, Golf. Nick Hall, Mgr.

ARKANSAS

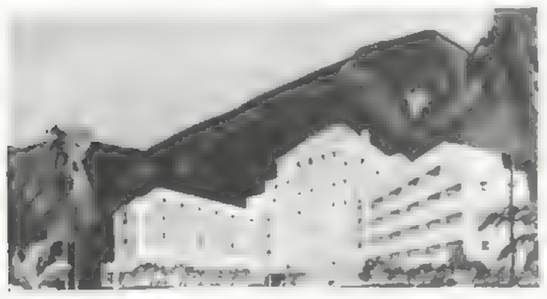
Hot Springs National Park

ARLINGTON HOTEL AND BATHS

One of the South's finest resort hotels: exceptional Bath House facilities. Curative hot waters owned and recommended by U. S. Gov't for arthritis, high blood pressure, heart ailments, etc. 3 Golf courses, riding horses, forest trails, pine-laden air, genial climate. Excellent cuisine. Social calendar. For folder, tariffs and reservations, address W. E. Chester, President and General Manager.

CALIFORNIA

Arrowhead Springs



ARROWHEAD SPRINGS HOTEL

World's finest restorative waters in California's garden spot in the San Bernardino foothills. Altitude 2,000 ft. Combining stimulating benefits of nearby desert and mountain air. Beautifully appointed new hotel and bungalows. Mud baths. Steam caves. Medical dept. Swimming pool. Cabañas. Golf, tennis, skiing, riding, 90 minutes from Los Angeles. Write for folder.

La Jolla

Casa de Manana. Distinctive resort hotel on the shores of the Pacific, near San Diego and Old Mexico. All sports. Private beach. American and European plans.

Ojai

Ojai Valley Country Club. Golf, horseback riding, all outdoor sports. Peaceful and secluded. Climate unexcelled. Write for reservations and booklet.

Riverside

Mission Inn. California's historic hotel. In lovely Riverside. Art treasures. All sports. American or European plan. Rooms $3.50—up. Write for folder.

Santa Monica

Miramar Hotel. Mid beautiful gardens, atop the Palisades on the Pacific. Hotel rooms, bungalows and apartments with hotel service. A. or E. plan.

DISTRICT OF COLUMBIA

Washington

The Lee House. 15th and L Sts., N.W. 4 blks. to White House, 2 blks. to Nat. Geo. Bldg. 250 rms. with bath from $3 single, $4.50 double. K. W. Baker, Mgr.

FLORIDA

Daytona Beach

Daytona Terrace. Hotel rooms and service housekeeping apartments. Fireproof. Spacious gardens and orange grove. Convenient location. Moderate tariff. Booklet.

Marineland

Marine Studios, world's only oceanarium, presents mysterious undersea life, viewed through 200 portholes. On Ocean Blvd., south of St. Augustine.

Orlando

Hotel Wyoming. Restful, tropical setting. Every service and convenience. Close to shops, entertainment, sports. American plan. C. DeWitt Miller, Mgr.

Palatka

Ravine Gardens. A floral fairyland, over 105,000 azaleas, host of other tropical plants. See it while in Florida.

Palm Beach

Palm Beach Hotel. An exclusive hotel offering superlative service, finest cuisine, luxurious atmosphere. Am. & Eur. Plan. All sports. Booklet. J. J. Farrell, Mgr.

FLORIDA

Miami Beach

THE BELMAR

Capacity doubled this year by popular acclaim. Beach Breakfast Bar, Roof recreation room, ocean view dining room and terrace, solaria—privately patrolled beach. Palm garden. Light and sunny, extensive structural glass. Steam heat, tiled baths. European Plan. On the Ocean at 26th St. Advance reservations advisable. For rates and booklet: Bruno Weil, Gen. Mgr.

St. Petersburg

The Huntington. A Resort Hotel of Merit, in beautiful and exclusive surroundings. Open Nov. to May. Eur. and Amer. Plan. Booklet. Paul Barnes, Mgr.

Vinoy Park Hotel. On Glorious Tampa Bay. 375 Rooms, all with Bath. Every recreational feature. Booklet. Clement Kennedy, Managing Director.

Winter Haven

Florence Villa. Lake region. Private golf course. Concert trio; 125 rooms with bath; steam heat. Restricted. Am. Plan. Single $8.; dbl. $14. day up

GEORGIA

Thomasville

Three Toms Inn. A charming winter resort hotel; splendid golf, swimming pool, riding, hunting. Ideal climate. Booklet. Direction of Geo. C. Krewson, Jr.

MARYLAND

Baltimore

The Belvedere. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standards of living. Rates begin at $3.50.

MASSACHUSETTS

Boston

THE SOMERSET

Enjoy the full flavor of your trip to Boston by staying at this distinguished hotel, admirably located on Commonwealth Ave., in the loveliest part of Back Bay. Luxurious, spacious rooms from $4 single, $6 double. Suites, $8 up. The Somerset is the home of the Balinese Room, Boston's smartest, gayest rendezvous. On your next Boston visit—stay at the Somerset.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

Miramar Hotel. Established clientele. Women Creole cooks. All land and sea sports. Faces beautiful Mexican Gulf. Fun and frolic in healthful sunshine.

MISSOURI

Kansas City

Bellerive Hotel: Armour Blvd. at Warwick. Quiet, refined home atmosphere. Famous Coral room, French Cuisine. Garage. Trans. or Perm. Wire for reservations.

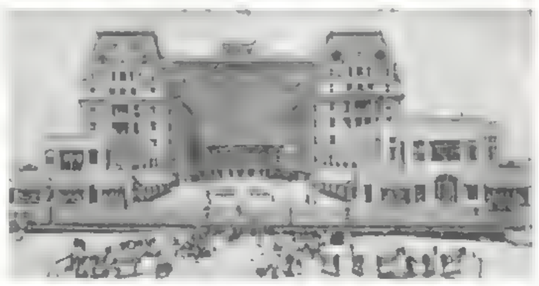
NEVADA

Reno

Hotel Riverside, Nevada's Finest; on beautiful Truckee River. Rooms, Suites & Apartments. Daily & Monthly rates. O. W. Nicholls, Manager.

NEW JERSEY

Atlantic City



HOTEL DENNIS

Where winter is one long holiday of tonic sun and mild ocean climate . . . with the fascinating Boardwalk and its attractions to augment the gaiety of a favorite season at a famous hotel. Warm sun decks and solaria . . . sea water and health baths . . . delicious cuisine. Bridle beaches, golf, cycling. American & European Plans. Walter J. Buzby, Inc.

Atlantic City

Marlborough-Blenheim. Central Boardwalk, overlooking ocean and city park. 38 years' ownership management. Josiah White & Sons Co.

Hotel Shelburne. Directly on the Boardwalk. Famous Grill and Cocktail Lounge. Cheerful sun decks. Moderate rates. Paul Arnswalde, Manager.

Atlantic City

THE TRAYMORE

You'll find people with a talent for living at the Traymore. It's the "continental air" with a dash of the sea that they especially enjoy. Located on the boardwalk. Large outside sleeping rooms. Sun-washed decks at the Ocean's edge. Delightful cuisine with French and American cooking. Music. Dancing. Cocktail lounges. Golf. Bicycling on the boardwalk. American or European plan.

NEW YORK

New York City

Allerton House for Women. 57th St. & Lex. Ave. Refined atmosphere in a congenial Club Residence. Single from $2.50 daily. Weekly rates on application.

American Woman's Club, 353 West 57th St. Ideal for smart women coming to New York. All rooms with private bath; single from $3; double from $5.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12.50 up. Daily $2.50. Bklt. "V".

Barbizon-Plaza. New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from $3 single. Continental breakfast included. Booklet "VM".

The Beekman, Park Ave. at 63rd. A residential hotel of rare charm in the quiet and exclusive section of Park Avenue. Transient accommodations.

Beekman Tower—49th St. Overlooking East River. Smart East Side. 400 outside rooms. Short walk to shops, theatres, business. $2.50 Daily. Booklet "V".

The Buckingham, 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from $7 a day. Walk to Central Pk., Radio City, Times Sq.

New York City

THE SAVOY-PLAZA

In New York enjoy living at the Savoy-Plaza, overlooking Central Park, where every comfort is cleverly contrived to make your visit a memorable success. Fine shops, theatres and subway nearby. Henry A. Rost, Managing Director, George Suter, Resident Manager, 5th Avenue, 58th to 59th Streets.

NEW YORK

New York City

George Washington, 23rd St. & Lexington Ave. All rooms with bath, from $2.50 single, $3.50 double. Write for Booklet VO and Supervue Map of New York.

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Refined surroundings. $4. single; $5.50 double; Suites $8.

NORTH CAROLINA

Greensboro

Sedgefield Inn. Restful, modern, adjoins famous golf course. Riding. Tennis, etc. Excellent Food American Plan. Folder. Louis D. Miller, Manager.

Tryon

Oak Hall Hotel and Lake Lanier. In famed Thermal Belt of Blue Ridge Mountains. Matchless winter climate. Hunting, riding, golf, etc. Modern.

PENNSYLVANIA

Philadelphia

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Rates begin at $3.85. Claude H. Bennett, General Manager.

SOUTH CAROLINA

Summerville

The Carolina Inn and Cottages. Rest or recreation among the pines. Golf—18 holes—grass greens. Riding, hunting, skeet. Moore Ownership Management.

TEXAS

San Antonio

Gallagher Ranch. Vast, historic cattle ranch open year 'round. Ride, rest, recreate. Excellent food. Completely modern. Central heating. Telephone.

VIRGINIA

Richmond

The Jefferson. Richmond's distinctive hotel, recently refurnished. 50 mi. to Colonial Williamsburg Historic Richmond Folder Gratis. Wm. C. Royer, Mgr.

Virginia Beach

Cavalier Hotel and Country Club. Open all year. 2 golf courses, tennis, riding, fishing, heated indoor pool. Roland Eaton, Mg. Dir. Write for Booklet W.

CUBA

Varadero Beach

Playa Azul Inn. Situated on beautiful beach. Quiet, exclusive, good food, bathing, fishing, golf. Cuban-American Management.

WINTER SPORTS

Places to go and places to stay—Listed below for your convenience.

NEW HAMPSHIRE

Hanover

The Hanover Inn at Dartmouth College. Open all year. Winter sports booklet. Ford & Penny Sayre, Mgrs. Robt. F. Warner, N. Y. Rep., Tel. BR 9-6348

CANADA

Québec

SKI AT LAC BEAUPORT!

Snow's Right! Sun's Bright! A Ski Week at the famous Chateau Frontenac, including room, meals and guest membership in the Ski-Hawk Club costs only $7 per day. Take lessons from the Frontenac Ski-Hawk School, Lac Beauport. Special Rates over Washington's Birthday week-end. Canada welcomes United States citizens. No passports. Write Chateau Frontenac, Québec.

Quebec—Ste. Adele

The Chantecler—Modern resort hotel—winter sports—ski tow—Hill "80" adjacent. All conveniences and tasteful appointments. Booklet and rates on request.

Quebec—Ste. Agathe Des Monts

Laurentide Inn—Ultra modern hotel. 120 miles marked trails—ski school—3 tows and practice slopes. Fine accommodations. Literature and rates on request.

Quebec—St. Jovite

Gray Rocks Inn. All winter sports, ski school, lift, 125 mi. of trails, 100 rooms, steam heat, good cuisine, 45 mi. by plane to Montreal. F. H. Wheeler, Mg. Dir.

Quebec—Ste. Marguerite Station

The Alpine Inn. New main building reopened January 31st. Modern accommodations, ski school, ski-tow, etc. Literature and rates on request.

Chalet Cochand. Distinguished Resort. Rooms with bath; steam heated. Ski-lift; slopes of all kinds adjacent; Swiss instructors. Restricted. Bklts. Phone 25.

this is cruising... this is living

Days of delight on broad decks—warmed by a friendly sun, freshened by balmy Caribbean breezes, jewelled with a sparkling pool. Nights of enchantment—dancing to a rhythmic orchestra with friends well-met in easy informality. These are yours—as you cruise to peaceful tropic ports on your trim white American Flag liner—first class throughout with all outside staterooms.

Cruises to the WEST INDIES and CARIBBEAN

Sailings from New York: *Weekly*—15 days, $210 up, to Havana, Panama Canal, Costa Rica. 15 days, $210 up, to Jamaica, B. W. I., Colombia, S. A., Panama Canal. ***Also: Fortnightly,*** 26 days, all expenses, $295 up, including two weeks exploring the Highlands of Guatemala; calls at Santiago, Cuba, and Puerto Cortes, Honduras. Ask about other services from New York and New Orleans.

For colorful descriptive cruise folders ask or write any Authorized Travel Agent, or United Fruit Company, Pier 3, N. R., or 632 Fifth Ave., New York; 111 W. Washington St., Chicago; 321 St. Charles St., New Orleans; Pier 9, North Wharves, Phila.; 462 Boylston St., Boston; 1514 K St., N. W., Washington, D.C.

great white fleet

Ken Classics

A one-piece Ken Classic of tissue-light jersey with a brilliant fashion future. It's rhythmic, figure-flattering skirt of concertina pleats is typical of *Ken* designing. In Roca Brown, Nassau Pink, Cornflower Blue... Sizes 10 to 20... about $17.00 at HOCHSCHILD, KOHN in Baltimore and smart shops everywhere.

KENNETH FISCHLER
108 West 39th Street • New York

WHEREVER YOU GO CARRY MELLON TRAVELERS CHEQUES

With Mellon Travelers Cheques in your purse you have the comfortable feeling that, wherever you may be, you are safely provided with funds. Because they can be used directly in payment of travel expenses, or readily converted into cash, Mellon Travelers Cheques are a convenient means of carrying money. Ask for them at your bank.

MELLON NATIONAL BANK
PITTSBURGH

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Vogue will be very glad to aid you at any time by answering your questions about schools and camps both here and abroad

SCHOOLS AND CAMPS

Write to Miss Marian Courtney, Vogue's School and Camp Bureau, 420 Lexington Avenue, New York, or telephone: MOhawk 4-7500

Girls' Camps

CHEQUESSET

The Nautical Camp for Girls. Out on Cape Cod. Expert friendly leadership for 50 girls 7 to 17. Riding, sailing. 27th season. Tuition $325. Lucile Rogers, 411 E. 66th St., N. Y. C. Also, Bonnie Dune, The Nautical Camp for Boys.

WESTMORELAND RIDING

Features riding. 2000 acre estate. All sports. June 15-29; older girls, July 2-Aug. 24: Preparatory, High School, College girls. Aug. 26-Nov. 1: weekend House Parties. For booklet, write Margaret Carey, Colby Junior College, New London, N. H.

Boys' Schools

LOS ALAMOS RANCH SCHOOL

For those who want the best in College Preparation, climate and individual care. 800 acre ranch overlooking the Rio Grande. Invigorating dry air of the Rockies, 7,000' high. All western and winter sports. A. J. Connell, Dir., Box 65, Otowi, New Mexico.

CRANBROOK SCHOOL

Distinctive endowed boys' school. Grades 7-12. Postgraduate courses. Unusual opportunities in music, arts, crafts, sciences. Hobbies encouraged. All sports. Single rooms. Strong faculty. Near Detroit. Registrar, 4692 Lone Pine Rd., Bloomfield Hills, Mich.

RIVERDALE COUNTRY SCHOOL

College preparatory boarding school, combining country life with advantages of N. Y. C. Excellent record. Music, Art, Glee Club. Varied sports. Fireproof dormitory. Write for catalogue. F. S. Hackett, Headmaster, Box 3, Riverdale-on-Hudson, N. Y.

WASSOOKEAG SCHOOL

Accredited preparatory school employing tutorial method. One teacher for every three boys. Flexible program adjusted to the interests and aims of the individual facilitates distinctive college preparation. Lloyd Harvey Hatch, Headmaster, Dexter, Me.

When you are in New York we invite you to call at our offices—a few steps from Grand Central—to discuss your school problem with us.
VOGUE'S SCHOOL BUREAU
1928 Graybar Bldg., N. Y. C.

Girls' Schools

KING-SMITH STUDIO-SCHOOL

Specialized study in Music, Art, Dramatics (new little theatre). Dancing, Languages and Literature. Creative Writing, Domestic and Secretarial courses. All subjects elective. Artistic home atmosphere. Catalog. 1755 New Hampshire Av., Washington, D. C.

FAIRMONT COLLEGE

Accredited Junior College and H. S. Advantages of Capital. Liberal Arts, Secretarial, Merchandising, Music, Art, Costume design. Radio Broadcasting. Social life. Sports. Riding. Catalog: mention interests. 1713 Massachusetts Ave., Washington, D. C.

CHEVY CHASE

Accredited Junior College and Senior High School. Art, Music, Drama, Secretarial, Home Ec. Washington advantages. Sports. Catalogue. Mrs. F. E. Farrington, Regent; Philip Milo Bail, Ph.D., Pres.; Chevy Chase School, Box S, Washington, D. C.

GREENBRIER COLLEGE

Two year standard college. 2 year College Preparatory. Founded 1812. Near White Sulphur. Fine Arts Dept. Secretarial. Recreational and social activities. Fireproof dormitory. French W. Thompson, Pres., Dept. V, Lewisburg, West Virginia.

FAIRFAX HALL

Standard accredited work. Two years college. Four years high school. Secretarial. Fine Arts. In Shenandoah Valley near Skyline Drive. All sports. Private stable. Indoor and outdoor pools. Wm. B. Gates, Pres., Box V-2, Park Station, Waynesboro, Va.

WARRENTON COUNTRY SCHOOL

● Beautifully located in Piedmont Valley 40 miles from Washington. French the language of the house. College preparatory, cultural courses. The school is planned to teach girls how to study, to bring them nearer Nature and to inculcate ideas of order and economy. Sports. Riding. Mlle. Lea M. Bouligny, *Principal*, Box 18, Warrenton, Virginia.

Girls' Schools

HARCUM JUNIOR COLLEGE

2 year college. Diploma. Credits transferable. Fine & Com'l Art. Costume Design. Merchandising. Interior Decoration. Drama. Music. Journalism. House Econ., Nursery, Sec'y, and Medical Sec'y. All Sports. Edith Harcum, Box V, Bryn Mawr, Pa.

OGONTZ JUNIOR COLLEGE

Regular academic courses transferring to senior colleges and universities. Semi-professional terminal courses in home making, secretarial, music, art, dramatics. Golf, riding. Field trips. 20 mi. from Phila. Abby A. Sutherland, Ogontz School P. O., Pa.

PENN HALL JR. COLLEGE

Accredited 2-yr. College and 4-yr. High School. Part of May at Ocean City. Music, Art, Drama, Home Ec., Int. Dec., Costume Design, El. Journalism, Secretarial. Connecting baths. Sports. Riding. Social life. Catalog:—Box V, Chambersburg, Pa.

MISS BEARD'S SCHOOL

Prepares girls for College Board examinations. General courses include household and fine and applied arts and music. Country life and outdoor sports. Ample grounds within 14 miles of New York City. Lucie C. Beard, Headmistress, Box 32, Orange, N. J.

THE KNOX SCHOOL

College preparatory; also 2-year advanced, accredited courses. Art, music, drama, business, household arts. All sports—golf, riding, skiing, crew. Catalog. Mrs. E. Russell Houghton, Box V, Cooperstown, N. Y.

EDGEWOOD PARK

College preparatory, advanced courses in liberal and fine arts, secretarial science, medical asst., home ec., dramatics, journalism, Costume design, interior decoration, merchandising. All sports—riding. Moderate rates. Catalog. Box V, Briarcliff Manor, N. Y.

BRIARCLIFF JUNIOR COLLEGE

Briarcliff Manor, N. Y. Two years of accredited college work. Art, music, theatre arts, interior decoration, costume design, social work, journalism, home economics, business science. Near N. Y. C. All outdoor sports, swimming pool. Registrar, Box X.

SKYWOOD HALL

Emphasis on music, art, and other cultural interests throughout college preparatory and general course. Small school in Westchester Hills, 34 miles from N.Y.C. Riding, sports. Boarding dept. for girls over 12. Katherine V. Derevoise, Head, Mt. Kisco, N.Y.

CATHEDRAL SCHOOL

OF SAINT MARY GARDEN CITY, L. I., N. Y. Episcopal school for girls in country near New York. General and college preparatory courses. Graduates in all leading colleges. Art, music, dramatics. All sports; riding, swimming. Marion V. Reid, Prin.

Girls' Schools

ST. MARGARET'S SCHOOL

Emphasizes preparation for the leading colleges. General course with music, dramatics, art, secretarial work. Hockey, riding. Other sports. Country estate, modern building. Established 1865. Alberta C. Edell, A.M., Box V, Waterbury, Conn.

GARLAND SCHOOL

Training for homemaking and allied vocations. One- and two-year courses for girls of college age. Technical and cultural subjects. Four residence practice houses. Mrs. Gladys V. Jones, 409 Commonwealth Avenue, Boston, Massachusetts.

DAMON HALL

Effective Career Courses: Liberal Arts, Journalism, Library, Short Story, Medical Secretarial, Secretarial, Social Service, Merchandising, College Preparatory, High School, Intensive Executive Dean (1 year) for college graduates. Newton, Mass.

THE ERSKINE SCHOOL

JUNIOR COLLEGE COURSES

Liberal Arts, Fine Arts, Business. Two years advanced study. Art, Music, Drama, Secretarial, Social Service. Riding, sports. Catalog. Edith V. Richardson, Director, 111 Beacon Street, Boston, Mass.

LASELL JUNIOR COLLEGE

Ten miles from Boston. Two-year courses for high school graduates. Academic, Home Ec., Secretarial, Merchandising, Pre-nursing, Art, Music, College Prep. Sports—riding. Catalog. Guy M. Winslow, Ph.D., 126 Woodland Rd., Auburndale, Mass.

STONELEIGH-PROSPECT HILL

College Preparatory and General Academic Courses. Tuition includes Music, Art, Mensendieck, Riding, Skiing, Tennis, Hockey. 150 Acres. Headmistresses: Isabel B. Cressler, Caroline L. Sumner, Greenfield, Mass.

HOUSE IN THE PINES

Near Boston. College Preparation. Junior College course with study abroad. Secretarial course, art, household arts, music. Riding. Write for Jr. Col. or Preparatory School catalog. Gertrude Cornish Milliken, Prin., 40 Pine St., Norton, Mass.

ABBOT ACADEMY

Founded 1829. Rich traditions combined with modern methods. College preparatory and general courses. Excellent facilities for art and music. Beautiful country campus near Boston. All sports. Principal: Marguerite V. Hearsey, Andover, Mass.

ROGERS HALL

New England setting and traditions. Near Boston. College preparatory and general courses. Secretarial training and home economics. Music, art, dramatics. All sports. Riding. Swimming pool. Mrs. Katharine W. McGay, Box V, Lowell, Mass.

Choosing a School?

● If you will outline your requirements we shall be very glad to advise you.

Name_____

Address_____

Son_____ Daughter_____ Age_____

Type of school_____

Religious affiliation_____

Locality_____

Proposed entrance date_____

Approximate tuition_____

2-15-40

VOGUE'S SCHOOL BUREAU
420 LEXINGTON AVENUE, NEW YORK CITY

Girls' Schools

THE BISHOP'S SCHOOL

Episcopal Resident & Day School for girls. Prepares for Eastern and Western colleges. Intermediate grades. Modern equipment. Art, Music, Dramatics, all Outdoor sports. Caroline S. Cummins, M.A., Vassar, Headmistress, La Jolla, California.

FERRY HALL

High School & Junior College. Accredited for college preparation & transfer. Secretarial studies. Home Economics. Music, art, dramatics. All sports. On Lake Michigan, 28 mi. from Chicago. 70th yr. Eloise R. Tremain, Box 4, Lake Forest, Ill.

HACIENDA DEL SOL

TUCSON, ARIZONA

A School for younger girls, grades 6 through 9. Complete preparation for eastern secondary schools. Doris Choate Oesting, Headmistress

LAUREL SCHOOL

A Country Day and Boarding School for girls in suburban Cleveland. Thorough College Preparation and General Courses. Excellent facilities for Art, Music, Dramatics, and Athletics. Edna F. Lake, Headmistress, Shaker Heights, Cleveland, Ohio.

WARD-BELMONT

Accredited Junior College and High School. Conservatory of Music, Art, Literature, Home Economics, Expression, Secretarial, Dancing, Gymnasium, pool, all sports. For literature, address Alma Paine, Registrar, Box 205, Nashville, Tenn.

Co-Educational Schools

THE OUT-OF-DOOR SCHOOL

Fall term on Green Mt. estate. Winter-Spring term on Gulf. Outdoor life entire school year. Progressive Pre-school through 10th grade. Constant supervision. Day and resident. For booklet, address: Harrison Raoul, Director, Box 11, Sarasota, Fla.

GRAHAM-ECKES SCHOOL

College and C.E.E.B. preparation. On ocean front. Ideal climate. All sports. Separate units, boys and girls. Art, Music, Drama. $1400. Lower School, 15th yr. Inez W. Graham, Headmistress; L. W. Marquis (Harvard), Headmaster, Daytona Beach, Fla.

Speech School

FAIRFIELD HALL

A school for the Correction of Speech Defects such as stammering, lisping, nasality, cleft-palate, etc., and speech development. Wm. R. Van Loan, Director, 100 Strawberry Hill, Stamford, Connecticut.

Exceptional Children

THE WOODS SCHOOLS

For Exceptional Children Three Separate Schools
Girls Little Folks Boys
Box 169, Langhorne, Pa.
Mollie Woods Hare, Principal

WILSON SCHOOLS

Year-round home school for exceptional children. Individual instruction. College trained teachers only. Medical supervision. Beautiful buildings and grounds. Reasonable rates. An ethical school. Speech correction stressed. 11 Arnold Place, Dayton, Ohio.

SUNSET RANCH SCHOOL

For limited number emotionally exceptional boys. Adjustment, re-orientation, guidance in stimulating ranch environment. 5,280' elevation. Time-proven program. Numerous projects. Horse for each boy. Catalog. W. H. Mitchell, Dir. Boulder, Colo.

A complete and up-to-date file of school information is at your service in Vogue's School Bureau.

Women's College

MARYMOUNT COLLEGE

Tarrytown-on-Hudson, New York

Accredited. Confers B. A., B. S. Degrees. Special two-year course. Music, Art, Pedagogy, Journalism, Household Arts, Dramatics, Secretarial, Pre-Medical, Athletics.

Extensions:—1027 Fifth Avenue, New York City
Paris and Rome. Address Secretary

Marymount Preparatory Schools:
Wilson Park Tarrytown, New York
Cor. Fifth Ave. & 84th Street, New York City
Address Rev. Mother

Fine & Applied Arts

DRESS DESIGN · FASHIONS · ART

Interior Decorating, Drawing, Painting, Cartooning and related subjects. Famous Direct-Project Methods. Faculty of 33 professionals. Get catalog today. CHICAGO ACADEMY OF FINE ARTS 18 S. MICHIGAN AVE., SUITE KK 2, CHICAGO

ART INSTITUTE—PITTSBURGH

Dress Design and Construction (graduates designing in New York, London, Hollywood); Fashion Drawing; Commercial Art; Interior Decoration. 1 & 2 yr courses. Placement service. Start Now. Catalog. WILLIS SHOOK, DIR., 111 STANWIX ST., PITTSBURGH, PA.

MODERN SCHOOL OF APPLIED ART

Costume Designing, Decorating, Buying, Styling, Fashion, Advertising. Catalog V. C. L. DEWING & D. S. FEELEY, 687 BOYLSTON ST., BOSTON, MASS.

RICHMOND SCHOOL OF ART

Affiliated William & Mary College; Fine art, advertising art, costume design, teacher training, interior decoration, crafts. Minimum charge, including board, $555. College activities. Women's dormitory. B. F. A. degree. Catalog. 222 SHAFER ST., RICHMOND, VA.

Have you a hobby worth developing—or a special talent that might lead to a career? Then let VOGUE'S SCHOOL BUREAU help you find the school that offers exactly the training you need. Write us for advice.

N. Y. SCHOOL OF FINE & APPLIED ART (PARSONS)

Advertising Design; Interior Architecture and Decoration; Costume Design and Illustration; Teacher Training. New Address: Box V, 136 E. 57 ST., N. Y.

McDOWELL SCHOOL

COSTUME DESIGN
FASHION ILLUSTRATION
MILLINERY DRESSMAKING

Excellent Practical Courses in These and Allied Subjects with Expert Individual Instruction. Best Known School for Practical Fashion Work. Established 1876. Catalogue on Request.
Spring Courses
73 West 45th St., N. Y. C. BRyant 9-3085

TRAPHAGEN SCHOOL of FASHION *For Results*

Internationally Celebrated Graduates
Intensive Spring and Summer Courses
Approved by Regents Register Now

Top honors in all contests for over ten years. *Pronounced by every competent judge, the foremost school of its kind.* Full course or optional classes for beginners or advanced students, in Fashion Drawing, Illustration, Design, Forecasting, Stage, Screen, Textile Design, Fabric Analysis, Interior Decoration, Window and Counter Display, Fashion Journalism, Men's Fashions, Teacher Training, Life Class. Also Draping, Pattern Making, Grading, Millinery. **Credits. Day & Evening. Free Placement Bureau. Sales dept. for students' work. Write for Cir. I. Phone Col. 5-2077.**
Not the Most Expensive But the Best
Investigate Before Registering Elsewhere
TRAPHAGEN, 1680 B'WAY (52d ST.) NEW YORK

INTERIOR DECORATION

FOUR MONTHS
PRACTICAL TRAINING COURSE
Resident Day Classes Start Feb. 5th

Period and modern styles, color schemes, draperies, all fundamentals. Faculty of New York decorators. Personal instruction. Cultural or Vocational Courses.
Send for Catalog 6R

Home Study Courses Start At Once

Same training for those who cannot come to New York. Practical, simple and intensely interesting. *Send for free Booklet 6C*

NEW YORK SCHOOL OF INTERIOR DECORATION
515 Madison Ave., New York City

Secretarial & Business

MOON SCHOOL

38th year—A Distinctive School preparing for Private Secretarial and Executive positions. Courses 3 months, 6 months and 1 year. Executive Course for College Women. Placement service. Catalog. Mu 2-1820. 521 FIFTH AVE. (OR 1 E. 43D) NEW YORK, N. Y.

KATHARINE GIBBS

Secretarial. One and Two Year Courses. Special Course for College Women. Residences in Boston and New York. Catalog. DEAN, BOSTON, 90 MARLBOROUGH ST.; NEW YORK, 230 PARK AVE.; PROVIDENCE, 155 ANGELL ST.

Merchandising

TOBÉ-COBURN SCHOOL

For Fashion Careers. Train for merchandising, advertising, styling, under fashion experts. One-year course for women 20-30. 82% of 1939 class employed before graduation. Send for list of graduates' positions. Catalog V, 9 ROCKEFELLER PLAZA, NEW YORK

Fashion Modeling

BARBIZON STUDIO
OF FASHION MODELING

Attractive girls trained for modeling in distinctive dress salons, fashion shows, film shorts, for artists, photographers. Individualized training. Free placement service. Booklet A. 576 FIFTH AVE., N. Y. C.

MALLON-FRIEL STUDIOS

Qualify you, in a short time, for positions in Style Shows, Avenue Shops, Sample Rooms and Fashion Films. Free placement New York and Chicago graduates. Booklet V. NEW YORK: RKO BLDG., RADIO CITY. CHICAGO: 32 W. RANDOLPH ST.

EMPIRE MANNEQUIN SCHOOL

Cultured, intelligent, ambitious girls, "Empire Trained", find interesting and remunerative careers as fashion models with New York's leading couturiers, dress salons, fashion shows, photographers and fashion films. BOOKLET E. 2 W. 15TH ST., N. Y. C.

You may find the very school you've been seeking listed in these columns.

Dramatic Arts

ALVIENE SCHOOL

of the Theatre. (45th Year.) Stage, Talkies, Radio. Graduates: Lee Tracy, Fred Astaire, Una Merkel. Teaching, Directing, Personal Development, Stock Theatre Training, Appearances, Debuts. Catalog write SECRETARY VERNE, 66 W. 85TH ST., N. Y.

AMERICAN ACADEMY OF DRAMATIC ARTS

Founded 1884 by Franklin H. Sargent
The foremost institution for dramatic training
Catalog from Secretary, Room 251
Spring Term Begins April 1st
Carnegie Hall, New York

SCHOOL OF THE THEATRE

Two Year Course. Practical training for Stage or Screen. Competent professional instruction in essentials of Acting, Directing, Teaching, Technical. Experience before paying audiences of "most prolific play producing organization in America." Many big names of pictures credit Playhouse with opportunity for success. Write General Manager for catalog.

PASADENA PLAYHOUSE
36 S. EL MOLINO AVE · PASADENA, CALIFORNIA

Fine & Applied Arts

The RAY SCHOOLS

Famous Career School of the Central West

Students Prepared for Professional Contacts
Dress Design, Styling, Millinery, Merchandising, Color, Style Reporting, Fashion Illustration, Interior Decoration, Photography, Advertising, Display.
Personal Training • Individual Advancement
116 S. Michigan Boulevard, Chicago. Dept. V2.

FASHION ACADEMY

THE SCHOOL OF FAMOUS GRADUATES
COSTUME DESIGN • STYLING • FASHION ART

Fashion analyzing and reporting, merchandising, color psychology, millinery design, fashion illustration. Individual, specialized training under **EMIL ALVIN HARTMAN** America's Foremost Fashion Instructor and Authority. Request School Book 5
30 Rockefeller Plaza (Fifth Ave.) New York • Circle 7-1514-5

The smartest heads look to

Fenwick ORIGINAL LONDON NEW YORK

New York	Arnold Constable	Kansas City	John Taylor
Atlanta	Davison-Paxon	Milwaukee	Gimbel Bros.
Bridgeport	D. M. Read	Nashville	Castner-Knott
Buffalo	J. N. Adam	Syracuse	Dey Bros.
Chicago	The Fair	Toledo	Lion Dry Goods
Jacksonville	Cohen Bros.	Washington	Palais Royal

and other fine stores throughout the country, or write to FENWICK, 9 East 37 Street, N. Y. C.

*Reg.

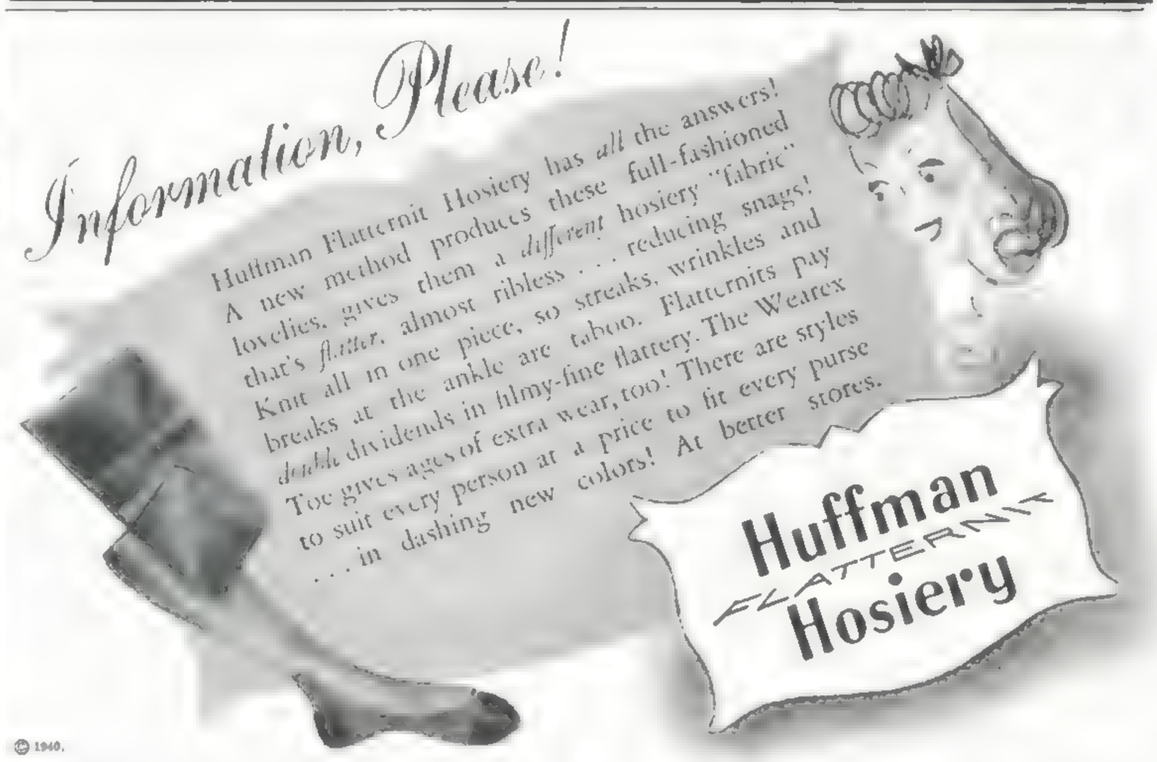
NAIL TIPS . . .
for ladies without leisure

☆ ALLURING long nails that triumph over breakage hazards of housework or office! Are they your forlorn hope? A few minutes a-day with TIPTEX may be your *solution* to nails that fail you just as they reach nice length. TIPTEX (not a polish base or enamel) is a *penetrating* wax-free liquid that helps strengthen nails for longer growth. Apply *over* or *under* polish . . . does not affect it . . . dries almost instantly. Softens cuticle, too! $1 *at Beauty Shops, Drug and Dept. Stores, or write to* **THE TIPTEX COMPANY, INC.** 601-M Beaux Arts Bldg., Los Angeles California

"THE PERFECT *Solution* FOR PERFECT NAILS"

TIPTEX makes no claims in cases of dangerous or defective nail trouble

Information, Please!



©1940.

HUFFMAN FULL FASHIONED MILLS, INC. • MORGANTON, NORTH CAROLINA

Vogue's ADDRESS BOOK

THE DIRECTORY OF SHOPS & SERVICES

Just about 215 years ago, the battle-torn troops of General Washington dug in at Valley Forge to wage war against their bitterest foe—sub-zero weather. Ill clad and with little hope of help from Congress, these men could only suffer and wait for Spring. Worn to a pulp, their rag patched boots were a poor match, indeed, for the ravages of King Winter.

How much quicker might Washington's army have crossed the Delaware and razed Princeton had the men been wearing good shoes. Times have changed since then. Now it's easy to turn to Vogue's Address Book, find Custom Shoe Rebuilding, and—Presto! your foot worries are over.

ANTIQUES

THE QUESTERS—Let connoisseurs shop for your rare antiques, porcelains or silver. No extra charge. Traditional reproductions. Choice modern pieces to order. Write or phone. 455 East 57 St., New York City. PLaza 5-4516

APPAREL—MOURNING

ARTHUR MULLEN, 762 Madison Avenue, New York City. Correct mourning in Hats, Veils, Gowns, Coats. We have specialized in this type of attire for a number of years. Formerly with Crocker. Telephone REgent 7-0559

BAGS

A. L. WORKMAN—An old established firm well skilled in making fine leather, brocade and silk bags. Frames in stock for petit points. Relining and repairing of every description. Pearls restrung. Rm. 803, 424 Madison Ave., N. Y.

BEAUTY CULTURE

EUNICE SKELLY—FACEYOUTH SPECIAList. Don't arrange for any facial correction or treatment until you get my expert, impartial advice. No obligation. Write, call Suite 1259, The Park Central, 56th & 7th Ave., N. Y.

LOOK YEARS YOUNGER. JOANN COLLINS' Nonsurgical Face and Neck treatments attested for 20 years, corrects wrinkles, eye-puffs; firms contours. Freckles, blemishes removed. Advice free. 200 W. 58 St., N. Y. C. CI 7-1528

YOUTHIFY YOUR SKIN in 5 Days. Safe, non-surgical method helps correct lines, pimples, blackheads, enlarged pores. Results or money refunded. Call or write for free advice. Helen Adair, 20 E. 53rd St., PLaza 3-2189

BON VOYAGE BASKETS

ALICE H. MARKS famed baskets filled with luscious goodies for the traveler, hostess and convalescent, $5.50 up; packages $3.50 up. Fascinating gifts for all occasions. Mail & 'phone orders filled. 6 E. 52 St., N. Y. PL 3-7282

BUTTONS & BUCKLES

COVERED BUTTONS 15¢ dozen; Buckles 15¢ each. Send sample or sketch size and type you want. Mail material with cash and stamped self-addressed envelope to Novelty Button Works, 543 8th Ave., N. Y. Mailed back immediately

CHILDREN'S WEAR

NATALIE, INC. inaugurated their annual spring road exhibit Jan. 8 in the south & middle west. In Florida visit Natalie's Palm Beach shop (Beaux Arts Bldg.) for grown-up and children's dresses. 108 & 110 E. 57, N. Y.

CHINA & ARTWARE

"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

CORSETS

MISS ELEANOR, INC. Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. PLaza 3-4962

THE ADDRESS BOOK is a directory of specialized shops where you can find the most unusual articles and services that you might look for elsewhere in vain. Your check and a letter will bring you satisfactory results

COSMETICS

SALLYE HARMER COSMETICS do make a difference. Thousands have said "I never would have believed it" after using these Exquisite Individualized Cosmetics. We'd like to tell you all about them. Write Sallye Harmer, Lansdowne, Pa. Salons: New York, Florence Bennett, 515 Madison Ave.; Richmond, Va., Anna F. Blanchard, 946 W. Grace; Little Rock, Ark., Bert J. MacCulloch, 117 E. 4th Street. Some territories still open. Write for proposition

MME. RUBINOFF'S Individualized Cosmetics. Fitted leather Travel Kit with mirror—$5.50, for your trip south. Contains Cleansing, Tissue & Hand Creams; Freshener, Rouge, Powder. Order from main laboratories, Cleveland, Ohio

CUSTOM SHOE REBUILDING

POSITIVELY SHOE MAGIC. Shoes and boots made new again. Lengthened, widened, dyed, restyled on lasts. Made to order. Orthopedic Dept. Est. over ½ century. Mail orders. Liverpool Shoe Rebuilding Co., 138 W. 34 (Opp. Macy's)

B. NELSON, INC. Lengthen short shoes (not by stretching); widen; refit; handsole shoes over their original style last. Redye any color. Ski shoes repaired and refitted. Mail orders. Est. 62 years. 10 East 39th St., N. Y

DELICACIES

CHEF D'ORLEANS—Seafood Delicacies ready to serve. Decoratively wrapped Gift Packages. Terrapin Meat, Green Turtle Soup, Crawfish Bisque, Gumbo, Shrimp. Folder. N. O. Delicacy Co., 1106-7th St., New Orleans, La.

VENDOME—Specialists in Russian Caviar, Cheese in Wine, Brandied Fruits, Turtle Soup, Salted Nuts, Bon Voyage Baskets. Large assortment of all fine table delicacies. Write for Catalogue V. 415 Madison Avenue, N. Y. C.

DOMESTIC EMPLOYEES

HARMONY between employer and employee spells success for every household. Let us help you achieve this ideal of every home owner. Miss Brinkley's Placement Agency, One West 47 St., New York, N. Y. Call BRyant 9-5840

DO YOU NEED A SERVANT? Whole time or part time. We specialize in furnishing you with only the highest type of domestic help to meet all your requirements. Call at Sally Plunkett's Agency, 33 E. 60th, N. Y. C. RE 4-0110

DRESSMAKING

ALTERATIONS—RESTYLING—COSTUME dry cleaning. Our expert staff is equipped to handle promptly and skillfully all of your wearing apparel problems. Madame Jane, Stylist, 981 Madison Ave., N. Y. C. RH 4-1600

ELECTROLYSIS

MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone WIsconsin 7-7889 for appointment

SUPERFLUOUS HAIR DESTROYED—permanently, safely, by expert. Finest down or coarsest growth. Personal attention. Privacy. Free advice. Mrs. R. W. Dibble, % Francis & Amalie, 10 W. 58 St., N. Y. PL 3-2620

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention. Physicians' endorsements. Consultation. Booklet Free. Edna Grimes, 607 Fifth Ave. at 49th Street, N. Y. PLaza 3-7411

SUPERFLUOUS HAIR—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan. 22nd year at 347 Fifth Avenue, New York. AS 4-6645

MRS. D. DURANT, Multiple Electrolysis. Superfluous hair permanently and safely removed by improved method. Endorsed by skin specialists. Personal attention. Free consultation. 507 5th Ave., N. Y. MU 2-3311

SAMUEL P. GILMORE—Established over 40 years in New York. Superfluous Hair and Facial Blemishes permanently and safely removed. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA 5-2219

MISS SUZANNE removes hair personally, since 1930. Permanent and scarless results guaranteed. Associated with physician. Latest method. Consultation free. Recommended by physicians. 5 E. 53 St., N. Y. EL 5-0643

ELECTROLYSIS—Cont.

MARION BARRETT—REG. NURSE offers a new method of electrolysis by coagulation. Absolutely safe, painless, and permanent; leaves skin soft and normal. Demonstration offer. 17 E. 42nd St., Room 616. MU 2-1714

FLORENCE WOODLEY—Superfluous Hair permanently destroyed by electrolysis. Doctors' references. Personal attention. Privacy. Written Guarantee. Safe, painless, fast. Free demonstration. 681 5th Ave. (nr. 54th). PL 3-3323

ENTERTAINMENT

LOUISE LLEWELLYN—Numerologist and Astrologer. Your present events $2. Detailed forecast of your next twelve months $10. Send name at birth and birth date with check. 147 N. Stanley Drive, Beverly Hills, California

FASHION CONSULTANT

NINA PRICE creates original clothes enhancing your personality, designs smart accessories, analyses your type, plans complete wardrobe. Now showing cruise and mid-season clothes. 8 East 53rd St., New York. EL 5-1112

NEW ADDRESSES EVERY FORTNIGHT . . . It's so easy to keep chic and up-to-date by reading Vogue twice each month. Fashion, Beauty, Entertaining, Travel, Decoration. . . . 24 issues $5. Send check to Vogue, Greenwich, Conn.

FURS

A FUR JACKET for your new spring suit, custom-made by Molot, formerly with Bergdorf Goodman Fur Corp., from $59.50. Smart fur scarfs from $17.50 the skin. Remodeling. Molot, 21 E. 56th St., N.Y.C. WIckersham 2-6261

RICHARD KOPPEN, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

FURS REMODELED

NEXT SEASON'S MODE FOR OLD FURS Give your old fur coat a new lease on life. $25 for this splendid remodeling service; includes restyling, repairing, refitting, cleaning, glazing, seam reinforcing, new silk lining, loops, buttons; 2 years' guarantee, 3 years' storage. Additional fur if needed supplied at lowest cost. Tel. LAckawanna 4-6788 for a bonded messenger. Harry Jay Treu, Inc., 147 W. 35th St., 18th fl., opp. 35 St. side of Macy's, N. Y. C

HAIRDRESSERS

J. SCHAEFFER custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioned, refreshing salon. J. Schaeffer, 590 5th Avenue (at 48th St.), N. Y. C. BRyant 9-6165

CHARLES BOCK, authority on permanent waving. Specialist on white and bleached hair. Individual Bobs and Hair Goods. Charles Bock, 20 East 57th Street, New York City. Telephone PLaza 3-3900 for appointment

EMILE ROCKEFELLER CENTER—Hairdressers, authorities on Permanents and Color Corrections. Perfect service in restful surroundings. Pleasantly Air Conditioned. 30 Rockefeller Plaza. Tel. CIrcle 7-1995-6-7

MARIO JEREZ, New York's most Prominent permanent wave authority. Difficult cases of white and bleached hair welcomed. Alluring individuality created. Mario Jerez, Inc., 697 Fifth Ave., New York City (PLaza 3-3770)

WERNER OF SWITZERLAND creates a coiffure expressing your own personality. Expert hairdressing, massage & make-up in a relaxing salon, at prices less than you think. 608 Fifth Ave. (at 49th St.), N. Y. BR 9-8141

C. LEONCE FOR ADVANCED HAIR STYLE Creator & designer of many recent hair styles for elegant women. Specialists in wireless self-setting permanent wave. Free personal consultation. 9 East 53rd St., N. Y. WI 2-0399

FRED the Hairstylist, creator of Hair Styles in vogue. Hair and scalp rejuvenation under meticulous supervision. 18 E. 49th St., EL 5-2220. Also Washington, D.C., Branch at Phillipsborn, 11th St. between "F" & "G". Tel. Nat'l 4171

ROBERT MAKES YOU BEAUTIFUL. Chic new coiffure designed & waved, $1.50. Artistic Flexible Permanents, $10. & $15. Grey Hair Scientifically Glorified. "The Original" Robert, 675 5th Avenue, New York. PLaza 3-9023

SATTLER'S fifty years of experience mean easy and perfect control over problem hair. Permanent waving, hair coloring. Hair goods carefully made to order. Sattler's, 18 E. 53rd Street, New York City. WIckersham 2-3443

LURA DE GEZ, 714 5TH AVE. (bet. 55th & 56th St.) Foremost hairstylist together with her expert staff specializes in permanents. Scalp treatments. Hair coloring. Make-up. Pedicuring & Manicuring. Permanents $10. Circle 7-5818

JEANPIERRE DE PARIS—Well known stylist. Remarkable results in restoring original color to your hair. Self-dressing permanent waves. Hair problems modernly solved. 6 E. 53rd St., N. Y. Phone for appoint. PL 3-6262

HAIR COLORING

HAIR COLORING DONE SCIENTIFICALly on grey and fading hair, with beautiful natural results. Scalp treatments sponsored by physicians. Mary Greene, 1 East 53rd St., New York City. Telephone PLaza 3-0591

LAURENT considers Hair Coloring an art demanding the greatest care and skill. Your hair problem will be solved expertly and beautifully. Free consultation gladly given. 683 Fifth Avenue, New York. WIckersham 2-5212

HAIR GOODS

MANUEL TRANSFORMATIONS—Puffs, curls, side and back pieces, bobs, gentlemen's wigs & toupees. Costs no more to buy from a specialist. 10 Rue Royale, Paris, and Manuel Building, 988 Second Ave., New York

FRANÇOIS ART TRANSFORMATIONS and newest Bob wigs of natural wavy hair with natural parting. Light and comfortable. Moderate prices. Mail orders. Booklet sent. François Hair Specialist, 11 E. 45th St., N.Y.C.

LAUNDRY

THE BEAUTY OF LINEN AND LINGERIE is preserved and enhanced by our skilled staff. We do all branches of laundry work. Delivery: Westchester, Greenwich & L.I. Alma Brolin Laundry, 174 E. 82 St., RE 4-0761

MENDING—REPAIRING

DAMAGES IN ANY FABRIC rewoven like new. Specializing in woolens, linens, silks, & laces. Hosiery repaired, overcoats renapped, & shine removed. Mail orders, write for circular. French American Reweaving Co., 100 W. 57, N. Y.

INVISIBLE REWEAVING—expert French weavers. No matter what material, your problem is solved. Moth holes, tears, burns handled. Mail orders. Parisian Mending & Weaving Co., 138 E. 53rd St., New York. WI. 2-0265

JUST IN CASE—Almost every kind of shop or service you could want, you'll find in Vogue's Address Book. Write Vogue's Information Service, 420 Lexington Avenue, New York City. They know where it is. No charge, of course

MILLINERY

CHEZ CHAPEAUX, 218 Madison Ave. (36th), N.Y. Exciting Spring Creations, Hats exquisitely styled; entirely handmade, especially for you. Finest Felts, Fabrics $5.50; your materials $3.00. Copying, Remodelling. Mail Orders

LIL PICARD is always thinking about hats. Now it's hats with a breath of spring, as new and fresh as a crocus. For jaunty hat-happiness, come, have a look. Mail orders filled promptly. 677 Madison Ave. (upstairs), N. Y. C.

THE SMART WOMEN of Today are having their hats remodeled into the latest fashions. Copies of French Models. Special attention to mail orders. $3 up. Cara Goulet, 46 East 57th St., New York, N. Y. Telephone EL 5-8187

NAME TAPES

CASH'S WOVEN NAMES cost so little and insure your belongings against loss or mistake. Attach them with Cash's No-So Cement. Write Cash's, 20 Chestnut St., So. Norwalk, Conn., or 6203 So. Gramercy Place, Los Angeles, Cal.

PERSONAL SERVICE

ARE YOU WARDROBE WEARY? Discover The Dressing Room Re-Sale Service. Slightly used apparel of the better sort resold. 41 West 51st Street, New York City, Telephone ELdorado 5-1344. Hours from 12 to 6:30

SHOES

SHOECRAFT, 714 Fifth Ave., New York City. Famed stylists to the narrow foot and heel. Sizes 2½ to 12, AAAAA to C. Send for booklet VC, showing newest models. Expert mail service all over the world. Charge accounts

I. MILLER—World famous headquarters for hard-to-find Cinderella sizes. Ready to greet the spring with a stunning array of new shoes in sizes 1-3½, widths AA-D. Only at 1552 Broadway, N. Y. City. Charge accounts invited

NANCY HAGGERTY, 8 East 53rd St., N. Y. Shoe specialist to the smart woman who likes High-Styled-conservative shoes. Custom made & ready to wear. Town and Country models - prices $12.85 up. We are at your service

SHOPPING COMMISSIONS

EDITH V. STOVEL, INC. Shops for Value, not "bargains." The better shops at your doorstep. Featuring Spring furniture sales and Spring wardrobe at no extra charge to you. 366 5th Ave., N. Y. WI. 7-3288. Cable Edivalsto

SARAH BOOTH DARLING. Accompanies out-of-town patrons or shops for you. My experience & service are yours at no extra charge. 23 West 85th Street, New York City. TRafalgar 7-6450—if no ans. LExington 2-1100

NEW YORK SHOPS BROUGHT TO YOU. Orders filled quickly and intelligently. No Service charge. Write for particulars Helen L. Richards, 452 Fifth Avenue, New York City. Telephone PEnnsylvania 6-6852

STYLE CONSULTANT

MR. EMERY NEMETHY, trained at Fashion Academy, offers services as style consultant, free to debutantes & style-conscious matrons, to become familiar with needs of future clientele. Write % 5 West 63rd St., New York

TAILORS

P. BASILE & SON creates for discriminating women, individual custom made suits, coats, of finest imported and domestic fabrics, or your own materials; newest fashions; modest prices; remodeling. 17 E. 53rd St., VO 5-7584

ANDRE BALOD—TAILOR—Perfect tailoring of coats, suits, furs & gowns in the newest fashions. Faultless fitting & finest workmanship & materials at minimum prices. Remodeling also. 38 West 56 St., N. Y. CI 7-8179

JOSEPH FRAM, formerly of Fortnum and Mason. Meticulous workmanship, talented selection of the loveliest new fabrics; & Madame Idam, a nimble-fingered, creative dressmaker for your gowns. 15 E. 47th St., N.Y.C. PL 3-6285

VOGUE'S ADDRESS BOOK will make your shopping easier. At your leisure you can pick out the shops offering just the articles or services you need. A check together with your order will bring you prompt attention

TUCKING

ECONOMY PLEATING & MFG. CO. Dressmakers or individuals wishing tucks of any width or description put into any type of material, call or write Economy Pleating Co., 134 W. 29th St., N.Y. (Room 207) Tel. LO 5-8057

WEARING APPAREL BOUGHT

MME. NAFTAL will purchase at highest valuation misfit or slightly used gowns, wraps, furs; also diamonds, jewelry, silverware. Estates appraised. Write or call 69 W. 45th St., N. Y. BRyant 9-6269, 6268. Est. 44 yrs.

WEDDING STATIONERY

ENGRAVED WEDDING Invitations and Announcements. Everett Waddey Co. has for generations insured highest quality at reasonable prices prepaid. Book Wedding Etiquette Free. 5 South 11th St., Richmond, Va.

WEIGHT REDUCING

MARGARET DEUSTER, 160 E. 48 St. Licensed registered Physio-Therapist. Figure sculptress to New York's smartest. Definite results, individualized treatments. Swedish massage. Colonic irrigations. Reasonable. EL 5-8118

ROSE-DOR FARMS—Magnificent weight reducing and beauty haven. Body and facial rejuvenation by expert attendants. Fine accommodations. Booklet. 30 minutes from N.Y.C. Irvington-on-Hudson, N.Y. Tel. Irvington 1280

WRITE FOR THESE BOOKLETS

You can simplify your shopping and learn more about many products advertised in Vogue by writing to the addresses listed below for these booklets. They're all free unless otherwise indicated.

Beauty

EARLY AMERICAN TOILETRIES by Shulton are scented with "Old Spice" and attractively packaged in wood veneer boxes. SHULTON, INC., DEPT. V, 630 FIFTH AVENUE, NEW YORK, NEW YORK.

ANY WOMAN CAN LOOK LOVELIER gives Barbara Gould's simplified treatments for making your skin lovelier and for applying make-up correctly. BARBARA GOULD, DEPT. V, 35 WEST 34 STREET, NEW YORK, NEW YORK.

WOODBURY FACIAL COCKTAIL is a new booklet telling you how to use Woodbury soap and creams to give your face a quick pick-up. JOHN H. WOODBURY, INC., DEPT. V, CINCINNATI, OHIO.

BEAUTY SECRETS FROM BOND STREET is Yardley's booklet that gives special notes on caring for your skin, as well as descriptions of the refreshing preparations from this famous British line. YARDLEY, DEPT. V, 620 FIFTH AVENUE, NEW YORK, NEW YORK.

THE CORRECT WAY TO MANICURE is a little book by LaCross that gives you all the steps in an authentic manicure. The fine LaCross hand beauty aids are shown. SCHNEFEL BROS., DEPT. V, 682 SOUTH 17TH STREET, NEWARK, NEW JERSEY.

HAIR—ITS CARE AND BEAUTY is an authoritative booklet by the famous Ogilvie sisters on care of the hair. OGILVIE SISTERS, DEPT. V, 227 EAST 45 STREET, NEW YORK, NEW YORK.

BEAUTY FOR YOU is Helena Rubinstein's attractive and highly instructive booklet, giving remedies for skin faults, and suggesting correct make-up for different types. HELENA RUBINSTEIN, DEPT. V, 715 FIFTH AVENUE, NEW YORK CITY.

Wardrobe

RECIPES FOR FIGURE BEAUTY is the new Le Gant booklet that illustrates foundations for all figure types. WARNER BROTHERS, DEPARTMENT V, 200 MADISON AVENUE, NEW YORK CITY.

"FIGURE" MAGIC with Real-Form girdles is a new booklet showing a number of styles. For your copy, write REAL-FORM GIRDLE CO., DEPARTMENT V, 358 FIFTH AVENUE, NEW YORK, NEW YORK.

FIGURES AND FASHIONS IN "LASTEX." You've been benefited by the "miracle yarn that makes things fit" consciously and unconsciously for years, and this new booklet will tell you many interesting things about "Lastex" . . . how it is made, how it is woven or knitted into fabrics. U. S. RUBBER COMPANY, "LASTEX" DIVISION, DEPT. V, 1790 BROADWAY, NEW YORK CITY.

MAIDEN FORM FOUNDATIONS are pictured in a new booklet showing brassières, and "once-overs," beautifully made all-in-one foundations. MAIDEN FORM BRASSIÈRE CO., DEPT. VH, 200 MADISON AVENUE, NEW YORK CITY.

Schools

VOGUE'S SCHOOL DIRECTORY—a brand new edition of the directory includes a list of pointers for parents on choosing the right schools for their children. There is a helpful listing of private schools for boys and girls, and vocational schools for adults. For your copy, write VOGUE'S SCHOOL BUREAU, DEPT. 2, 420 LEXINGTON AVENUE, NEW YORK, NEW YORK.

Silver

HOW TO PLAN YOUR WEDDING AND YOUR SILVER is Towle's useful booklet. It will help you select your silver pattern, and gives a complete calendar of things the bride and groom should do before the wedding. For this valuable booklet, please send ten cents to THE TOWLE SILVERSMITHS, DEPARTMENT V, NEWBURYPORT, MASSACHUSETTS.

SILVER . . . ON THE WELL-SET TABLE is Gorham's new booklet that takes you through the day, giving correct table-settings and suggestions for each meal. It contains many charming photographs and useful charts. Please send ten cents to THE GORHAM COMPANY, DEPT. V, PROVIDENCE, RHODE ISLAND.

THE BRIDE SELECTS HER TABLE SILVER and via this Lunt Silversmiths' booklet, your problem of selecting silver is made easy. In it you will see all the Lunt patterns, and be given suggestions as to their suitability to definite types of rooms. Please send six cents with your request. LUNT SILVERSMITHS, DEPT. V-19, GREENFIELD, MASSACHUSETTS.

Travel

QUÉBEC IN WINTER is the new official Québec ski-guide. It is filled with charming photographs and packed with all sorts of information on skiing. For your copy of this valuable booklet, write PROVINCE OF QUÉBEC TOURIST BUREAU, 8-B PARLIAMENT BUILDING, QUÉBEC CITY, QUÉBEC, CANADA.

MIAMI TROPI-QUIZ contains complete answers to the questions most frequently asked about Miami, its climate, recreations, accommodations, and vacation costs. MIAMI CHAMBER OF COMMERCE, DEPT. V, MIAMI, FLORIDA.

ENCHANTING HAVANA—Hotel Nacional de Cuba has an attractive new booklet describing this beautiful and historic country. The hotel, its accommodations, and its sports facilities, are described. HOTEL NACIONAL DE CUBA, DEPT. V, 17 EAST 42 STREET, NEW YORK CITY.

CRUISE TO THE CARIBBEAN and West Indies on the Great White Fleet ships. Details of the cruises are given in a new booklet filled with many, many photographs. UNITED FRUIT COMPANY, DEPT. V, 632 FIFTH AVENUE, NEW YORK, NEW YORK.

SOUTH AMERICAN CRUISES on the ships of the new Good Neighbor Fleet are described in a charming new folder. Itineraries of the 38-day cruises, deck plans and rates are given. MOORE-McCORMACK LINES, DEPT. V, 5 BROADWAY, NEW YORK CITY.

BEAUTY OF HAWAII is a charming booklet full of colour illustrations of these beautiful islands. HAWAII TOURIST BUREAU, DEPT. V, 221 MARKET STREET, SAN FRANCISCO, CALIFORNIA.

THE DESERT INN is the subject of an attractive new folder filled with photographs of the Inn and the country surrounding Palm Springs. DESERT INN, SUITE 12, PALM SPRINGS, CALIFORNIA.

GRACE LINE CRUISES to the Caribbean, South America and the Panama Canal are fully described in a new booklet. Beautiful pictures of the ports visited, with an outline of optional shore trips, are included, as well as deck plans and prices. GRACE LINE, DEPT. V, 10 HANOVER SQUARE, NEW YORK CITY.

● Your personality is judged by your *everyday* conversation. Whatever you say *can* and *always should* reflect your real abilities. Are you sure *you* make a good impression every time you talk?

● In your conversation lies the opportunity for social and business advancement—new friendships—new contacts—popularity—promotion—*in short*, SUCCESS.

● You may have this booklet FREE. It describes in detail a simple and practical method for self-training in conversation—*in your own home.*

This unique method is heartily endorsed by leading educators.

● Acquire ease and skill in *conversation.* This booklet tells you how. Mail coupon or write to Conversation Institute, Dept. 1152, 3601 Michigan Blvd., Chicago, Ill.

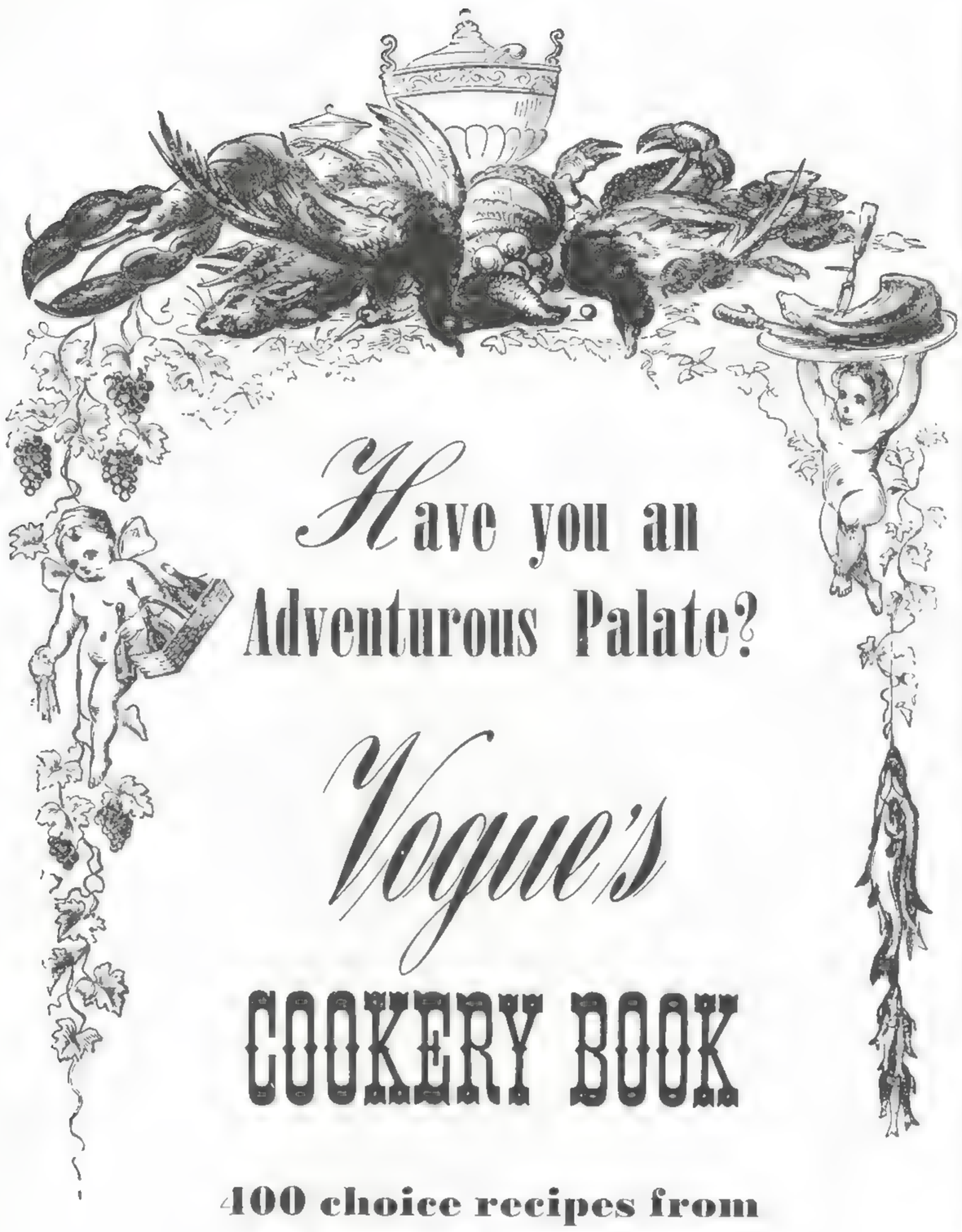
Conversation Institute
Dept. 1152, 3601 Michigan Boulevard
Chicago, Illinois, U. S. A.

Please send me your *free* booklet "Adventures in Conversation."

Name

Address

City *State*



Have you an Adventurous Palate?

Vogue's COOKERY BOOK

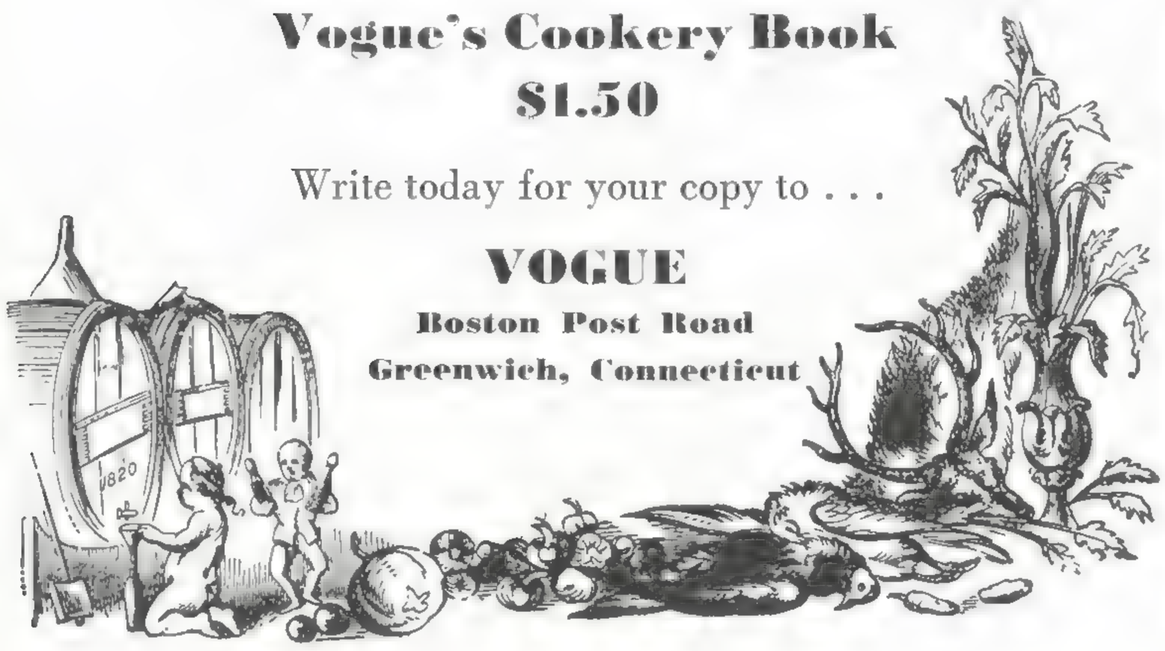
400 choice recipes from British, French, and American Vogue

Sausages in wine, tongue au gratin, braised pigeon, chestnut purée, walnut mocha cake and blazing peaches are only a few of the unusual dishes that you can create in your own kitchen with Vogue's Cookery Book as your guide. Its 400 recipes, nosed out by the editors of French, British, and American Vogue, are the culinary cream of a dozen different countries—as interesting to prepare as they are exciting to taste.

Vogue's Cookery Book
$1.50

Write today for your copy to . . .

VOGUE
Boston Post Road
Greenwich, Connecticut



THE GOURMET'S GUIDE

SELECTED RESTAURANTS IN AND OUT OF TOWN

NEW YORK CITY

Restaurants—dining

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Francaise. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

THE MARGUERY—RESTAURANT FRANÇAIS 270 Park Ave.—WI. 2-8494. Famous for the real Filet of Sole Marguery and hot hors d'œuvres. Parisian Specialties every day. Lunch—Dinner—Cocktail Hour.

JANE DAVIES'
145 West 55th St.
Luncheon 55c, 65c, 75c — Vintage Wines — Dinner $1 and $1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner $1.10 & $1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8.30 P.M. The most talked about dining place in New York.

CRILLON, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon $1 Dinner from $1.50 in the Main Dining Room. Dollar London-Buffet-Dinner before theatre in the Bar.

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to $1.25.

KENTUCKY SERVES A MEAL
Featuring Kentucky Mint Juleps.
Luncheon from 75c—Dinner from $1.00 to $1.50
Elizabeth D. Reynolds, Inc., 15 East 48th St.

CAVIAR RESTAURANT—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. WIckersham 2-2224.

JANET OF FRANCE, 237 W. 52 St., W. of B'way. Famous for "onion soup", Chateaubriand Steak. Dinner $1 up; lunch 65c. Janet entertains. Visit our bar. Closed Sundays. COlumbus 5-8717.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner.
Entertainment during supper.

WHITE TURKEY TOWN HOUSE. Superb food in a charming, early American atmosphere. Luncheons from 95c. Cocktails. Dinners from $1.50. Sundays: Brunch $1.00. Dinner from $1.75. One University Place, on historic Washington Square, N. Y. C.

BARBOUR
1 West 52nd Street at Fifth Avenue.
Special three course luncheon $.60, served 11:45 to 3. Four course dinner $1. Soundproofed. Bar and Grill.

LA CRÉMAILLÈRE
Formerly on the Roof 30 Central Pk. S., now 24 E. 62nd. Cocktail lounge. Cuisine and Cellar of reputation. Lunch from $1. Dinner from $1.75. RH. 4-9671.

KUNGSHOLM, 142 E. 55 St.
Prix Fixe Luncheon 75c. Dinner de luxe from $1.25, including Smörgåsbord. Cocktail Bar & lounge. Music by Muzak. Swedish specialties. EL. 5-8183.

4 W. 49th SUSAN PALMER 11 A.M. to 11 P.M. No better food any place at any price. Specialties every day by popular demand. Luncheon from 65c—Dinner from $1.00. Try the famous oyster bar.

PATRICIA MURPHY'S Candlelight Restaurants.
The Barclay—33 E. 60th St., Manhattan
The Candlelight—114 Henry St., Brooklyn
Sophisticated American Foods

THEODORE'S RESTAURANT, 4 East 56th Street. PLaza 3-6426. One of New York's outstanding restaurants. Luncheon $1.25. Cocktails, Dinner $2. Closed Sundays. Le Rubian Bleu open 11 P.M. to 4 A.M.

SWEDISH RATHSKELLER
201 East 52nd (EL 5-9165). Outstanding Swedish Cuisine. Smörgåsbord. Luncheon 60c, 75c, $1. Dinner $1.25 and à la carte. Selected Wines & Liquors.

CAFE ST. DENIS—11 East 53rd Street, EL. 5-8032 A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte.

We have corralled The Famous **SUN VALLEY TRIO** direct from 3 years at Sun Valley Lodge to entertain you at **COCKTAIL TIME** every afternoon in the **NETHERLAND BAR** No cover or minimum charge

CURTAIN DINNER: Before the Theatre nightly—7 to 8:30

THE SHERRY NETHERLAND
Fifty-ninth and 5th Avenue
"WHERE THE PARK BEGINS"

Restaurants—dining

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails and dinner. Unusual atmosphere. Luncheon entrees from 60c. Dinner Prix Fixe from $1.50, also à la carte.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte.

ROCKEFELLER PLAZA RESTAURANT, 32 West 50th. Smart but informal. Plaza Room: Club breakfast 60c, Luncheon from 75c. Dinner from $1.00 Old New York Room: Luncheon from 75c. Dinner from $1.00. Cocktail Lounge: Cocktails from 25c.

24 WEST 55 ST. CAFE & RESTAURANT (Rockefeller Apts.—off 5th Ave.). Smart, restful atmosphere. Excellent cuisine. Luncheon from 60c; large cocktails from 25c; Dinner from $1.00. Also à la carte.

CAFE LOUIS XIV. 15 West 49th, Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix Fixe Luncheon $1.50. Pre-Theatre Dinner $2.00. Also à la carte. Wm. Adler and his Violin.

CLICHY—134 East 61st Street
New French Restaurant
Specialty—Frogs' Legs and Crêpes Suzette
Luncheon—Dinner—Supper

BOARS HEAD, Lexington Ave. at 47th St.
A fine English Chop House serving all Game in season
Imported Ales, Beers and Wines
Luncheon from 60c Dinner from $1.25

Restaurants—dancing

LE COQ ROUGE—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre Dancing—Entertainment. George Sterney's Orchestra and Tisdale's Trio. Reservations. PLaza 3-8887.

LARUE—45 East 58th Street. VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Eddie Davis' & Joseph Smith's orchestras. Continuous dancing till 4 A.M.

ST. MORITZ-ON-THE-PARK, 50 Central Park South. Dinner and supper dancing in the Cafe de la Paix, featuring 'Round the World Bar and Sidewalk Café. The home of the famous Rumpelmayer's.

THE WHIRLING TOP—3 E 52 St Rendezvous for Connoisseurs of excellent cuisine, wine & liquor. Luncheon 65c-$1; Cocktails from 25c till 6 P.M.; Dinner $1.50-$3.50; Entertainment. EL. 5-8051.

GAME COCK, 14 E. 44th St.
Jack Stutz will make you feel right at home. Superb food. Excellent wines, liquors. Luncheon, cocktail hour, dinner. Informal dancing from 6.

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Nicholas D'Amico & Orch., Panchito & his Rhumba.

Lounge Bar

WHALER BAR—Madison Ave. at 38th St., N. Y. Board the whaler "Wanderer" as she gets under way with a full cargo and all hands on deck. Pull up to the captain's table and have your tot of pilot's grog. Special shoppers' luncheon from 55c.

Night Club

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food and entertainment. "Sly" and subtle Eddie Davis heads the show. Continuous Dancing. Should be on your "must" list.

OUT-OF-TOWN

California

VISIT DINAH'S SHACK
On Highway 101, 3 miles south of Palo Alto—in the shadow of Stanford University. In the Beautiful Santa Clara Valley. Food—California's Plentiful Best.

New York—Long Island

ROUND HILL RESTAURANT. Séjour des Gourmets, So. Huntington. Cuisine Francaise Dining by fireplace. Wines & Liquors. Open all year. 34 mi. from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

New Jersey

HANS CHRISTIAN ANDERSEN, Paramus, 15 min. from Geo. Washington Bridge. Route 4. Luncheon, cocktails, tea, dinner. Dutch Oven Chicken & Cape Cod Pecan Pie. Closed Mondays except holidays.

Pennsylvania

THE WARWICK—17th at Locust St., Philadelphia
World Famous for its food
George Lamaze, Vice President — S. S. Jerwan, Manager

VOGUE COVERS THE TOWN

It couldn't be nicer—

Diplomatic relationships between all peoples could be pleasantly maintained if one's introduction were managed by an emissary as courteous as the doorman at the Polish Restaurant, at 149 East Fifty-Seventh Street. And the introduction only foreshadows the charm of this restaurant that was opened to give employment to the stranded Poles who operated the Polish Restaurant at the World's Fair.

The room, which is large, is lighted in that almost-never-to-be-found midway between dim and garish which is perfect for dining. It is also excellent lighting for the murals by Boleslaw Cybis, one of Europe's foremost mural painters, known best to Americans, perhaps, for his decorations in the Polish liners.

In the centre of the room is the *zakaski*, the *smörgåsbord* of Poland—delicious hors-d'œuvres with names so tongue-twisting that for your best enjoyment we suggest you do not ask, "What is that?"

After you have finished your *zakaski*, you are given an excellent dinner with a number of fine Polish dishes on the menu, accompanied, if you like, by Polish wines and concluded with a tart blackberry cordial.

While you dine, you are entertained by an orchestra led by Franciszek Witkowski, who is known as the George Gershwin of Poland and whose compositions of Argentine tangos are among the most popular of any in South America.

7-11 and come who will

The 7-11 Restaurant and Bar owes its beginning to an innovation of its presiding genius, Miss Susan Palmer, which she calls "à la carte orders with the essentials"—at a fixed price, from about $1 to about $1.85. The pleasant theory behind this is that one is not mentally adding one's cheque while eating, but can enjoy all the advantages of ordering à la carte and knowing exactly what it will cost—a great aid to the digestion.

The charcoal-broiled spareribs with sauerkraut seemed a fine winter's dish to us, and the Palmer's special hamburger is as fine a bargain in a dinner dish as can be found around this town for about $1.

"Seven-eleven" serves meals from ten A.M. to ten P.M. The address is either 5 East Fifty-Fifth Street or 7-11 Fifth Avenue.

Leone's Wine-Cellar

Jean Leone's father was a wine-merchant. His mother used to make spaghetti, further to titillate the taste of the wine-tasters. From that spaghetti grew Mother Leone's famous dinners, which include practically all the dishes, excellently prepared, that a hungry diner could conjure. But the restaurant did not quite satisfy the ambitions of the Leone brothers—they wanted a place to serve fine wines, and so they created, literally from the rock-bound depths of New York, a wine-cellar that is unique in a city where unique is not a word to be bandied lightly.

In that long, deep-dug cavern, at 239 West Forty-Eighth Street, there are huge casks of red wine, racks of finest vintage bottled wines, small casks of sherry, and a grotto of translucent water where champagne can be cooled. The chairs and tables are of rubbed natural wood, which gives an air of informality suitable to a wine-cellar, and the decorations of huge straw bottle-carriers make the room as charming a *bistro* as we have seen. Supper à la carte can be from sixty-five cents.

"FLANEUR"

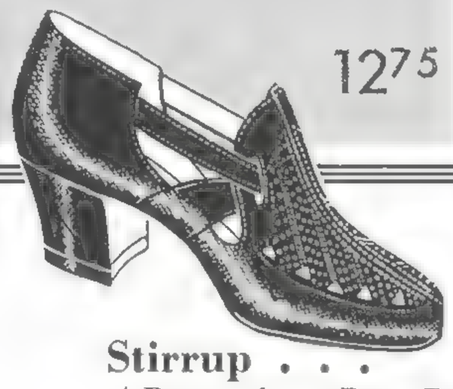
ANTOINE SOOTHES YOUR DRY SKIN

with two exceptional preparations. 684 Night Cream helps keep your skin soft and pliable. 64 Special Oil helps guard against surface wrinkles and dryness. Write for booklet.

684 Cream $2, $3.50, $5.
64 Oil $3.50, $5.

5 RUE CAMBON, PARIS • 663 FIFTH AVENUE, NEW YORK

Exclusively
SHOECRAFT
714 FIFTH AVENUE • NEW YORK
Specialists in fitting AAAAA to C
8½ 9 9½ 10 10½ 11 11½ 12 add $1
Mail orders filled • Booklet • Charges



Stirrup . . .
A Bracer for a Busy Day!
If you don't watch your step, Stirrup will. This flat heel, wall toe model is exceedingly style conscious. It holds the long narrow foot firmly in place with reins to check friction or slipping at the heel. Two versions in soft black or blue baby calf. Price no object at..**12.75**

OLD APOTHECARY JARS
REAL ANTIQUES
FROM COLONIAL DAYS IN MEXICO THAT WILL DELIGHT THE COLLECTOR
These jars came originally from France and were used in the drug shops of Mexico. They are of fine porcelain decorated in gold and black and sometimes other colors and lettered with the name of the drug they contained. Average height 11 inches.
$7.50 EACH
The OLD MEXICO SHOP
SANTA FÉ — NEW MEXICO

DACHÉ
HATS . . . . ACCESSORIES
. . 78 East 56th Street . . New York . .
PARIS . . . . MIAMI BEACH

"Frenchies"
SMART SHORT VAMPS

...and the heels are low
. . . sweet music to lovers of pert, dainty, hi-style shoes, but who must have their heels low. Black, brown or navy elasticized gabardine with matching alligator trim. **6.98**
wilbar's
166 TREMONT STREET BOSTON, MASS.
34 Pratt St., Hartford, Conn.
On Fifth Avenue — The Emily Shops

ROSE SAPHIRE INC.
MILLINERY
501 MADISON AVE.
NEW YORK

Saks Fifth Avenue debutante shop—

Edwardian : AS TO BACK—AS TO FLARE

Our own suggestion for the debutante whose ideas are bigger than her purse. Prince Albert reefer suit . . . the half belt and double box pleats in back . . . the skirt bias cut for flare . . . the plaids definitely hearty and Edwardian. Military blue with an overplaid of red, grey with yellow, beige with brown. Sizes 10 to 18. Seventh Floor in New York. Also Chicago and Beverly Hills. 29.95

VOGUE Incorporating Vanity Fair
IS PUBLISHED TWICE A MONTH

THERE ARE THREE VOGUES:
AMERICAN, FRENCH, and BRITISH

EDNA WOOLMAN CHASE
Editor-in-Chief of the three Vogues
Mehemed Fehmy Agha
Art Director

AMERICAN VOGUE
Editorial and Advertising Offices
420 Lexington Ave., New York
Cables: Vonork, New York

STAFF EDITORS:
Jessica Daves, Managing Editor
Arthur Weiser, Art Editor

FASHIONS
Emmy Ives
Countess Willaumez
Bettina Wilson (Paris Office)
FINE ARTS: Frank Crowninshield
FEATURES: Allene Talmey
SOCIETY: Margaret Case
BEAUTY: Mab Wilson
Madeleine Darling
COPY: Marcelle McGuane
MERCHANDISE: Frederika Fox

FRENCH VOGUE
65 Ave. des Champs-Élysées, Paris
Michel de Brunhoff, Editor
Duchesse D'Ayen, Fashion Editor
Thomas Kernan, Managing Director

BRITISH VOGUE
1 New Bond St., London, W. 1.
Elizabeth Penrose, Editor
Madge Garland, Fashion Editor
Harry W. Yoxall, Managing Director

SUBSCRIPTIONS
For the United States, Possessions, Canada, and members of the Pan American Postal Union, $5 a year, $8 for two years, in advance. For all other countries, $2.50 additional per year to cover postage. Single copies, 35 cents.

CHANGE OF ADDRESS
Write to Greenwich, Connecticut. Four weeks' notice is required for a change of address or for a new subscription. In ordering a change give both the new address and the old address exactly as it appeared on the wrapper of the last copy received.

COPYRIGHT
The entire contents of Vogue—text and illustrations—are protected by copyright in the United States and countries signatory to the Berne Convention and must not be reproduced without permission. Title Vogue registered in U. S. Patent Office. Vogue is manufactured in the U. S. A. by The Condé Nast Press

THE CONDÉ NAST PUBLICATIONS, Inc.
Executive and Publishing Offices, Greenwich, Conn.
Condé Nast, President
F. L. Wurzburg, Vice-President
W. E. Beckerle, Treasurer
M. E. Moore, Secretary
F. F. Soule, Business Manager

VOGUE

COPYRIGHT 1940, THE CONDÉ NAST PUBLICATIONS, INC

INCORPORATING VANITY FAIR

FEBRUARY 15, 1940

Vogue's-eye view, 33
Looks like spring, 34–35
Spring hair do's and don'ts, 36–37
Renaissance dinner-dresses, 38–39
Little furs go on into spring, 40–41
Seeing red, 42–43
Khaki in the news again, 44–45
Bright green with blue, 46–47
People are talking about..., 48–49
Sub-débutante dance, 50–51
Back from 1918, 52–53
London spot-light, 54
Blazer stripes, 55
Metropolitan tweeds, 56–57
The golden touch, 58–59
But haven't we met before...?, 60–61
Ski news at Franconia, 62–63
Guest artists, 64–65
This year's fabrics, 66–69
Skull-caps—a young idea, 70–71
La Conga, 72–73
Under twenty, 74–75
Coat-with-dress making, 76–77
A new place in the sun, 78–79
How good a shop-hound are you?, 80
Vogue's travelog, 22–23
School directory, 24–25
Vogue's address book, 26–27
Gourmet's guide, 28
The shops of Vogue, 29

Mellow, greyed tones for spring—broken by a vivid make-up, "So Red Rose" by Charles of the Ritz, who also did the new high coiffure. Seaman Schepps jewels. Horst cover

To Keep You "in Line"

Yes, the accent on *keep* is intentional because nothing less than Fulflex Elastic in foundation garments can provide that *sustained* control so necessary for the corseted effect in your spring wardrobe.

Fulflex Elastic, the result of years of constant research and continuous development, is known in the corset industry as "Elasticity at its best" . . . and, because of its *extra* service life, Fulflex Elastic provides leading stylists with just what it takes to really *keep* your figure in line.

We can safely assure you that foundations, girdles, swim suits, and other apparel made with Fulflex Elastic will provide lasting control, fit, and comfort even after months of service. Why not be sure before you buy . . . ask if the garment is made with Fulflex. The Fulflex Label indicates "Elasticity at its Best."

CARR-FULFLEX, Inc. Bristol, Rhode Island

Exclusive Distributors of Fulflex Elastic Thread

THE NAME WORTH LOOKING FOR IN ALL APPAREL MADE WITH ELASTIC

VOGUE'S-EYE VIEW OF THE WAYS OF SPRING 1940

HENRY ROX

THAT fanciful figure at the left—designed by the ingenious humorist-sculptor, Henry Rox—is to remind you that right now, in the middle of February, winter is receding. Spring comes nearer with every circuit of the sun. Any one of these days you're going to feel stodgy in your winter wrappings; you're going to eye your winter-dulled self coldly; you're going to want Change. And so, before that inevitable day comes, fortify yourself against it with the ideas in this issue.

You want a change of costume. Herein, you'll find these significant portents: A new colour team, navy-blue with black—for instance, a blue serge dress, very 1918, banded with black braid.... A Renaissance dinner-dress, with a pill-box.... A town suit of tweed, with pockets on its coat-tails.... New, revivifying colour schemes.... A fringed white dinner-dress.... A little mink cape, with its own stole.... A jacket of freak fox, soft blue marbled with white.

You want a change of hat. One of these, shown on the following pages, might be yours soon. A brown Milan straw, tied with savage-striped grosgrain.... A twisted, tomato linen turban.... A straw bonnet, feathered with pheasant.... A jaunty tweed *calot,* renewed young love for spring.... And herein, new ideas for that Head of Hair You Don't Know What to Do With.

You want a change of scene. Perhaps a complete change, such as a stay at Baron Pantz's Franconia ski resort would be.... Or a stop-off at the spacious, new Arrowhead Springs Hotel. Perhaps you'd like something new for the house—a glint of gold in your decorative scheme or on your dinner-table. For any of these changes, leaf over these pages.

HORST

DINNER-COSTUME IN TIERS—this springtime dress of plaster-white silk crêpe. Tiers of tucks for the bodice. Tiers of fringe, swaying fluidly out below the low hip-line, for the skirt. With this, a twisted white crêpe turban. Both are original designs from Stein and Blaine

Looks like spring

Spring suits and dresses with a simplified look

Everywhere, the long-torso Vogue heralded in the January 15 issue, looking newest. Tweed suits, suave of cut and clever of colour, to wear in town (pages 56-57). Tailored silk suits, rustling crisply, for afternoon.... White touches—never spring without them—especially crisp, springlike *broderie anglaise*. The best white touches are the ones with a purpose, like cuffs, collars, blouses.... Suits with the skirt buttoning childishly onto the blouse.... Coat-dresses.... Two-piece dresses with the skirts on slip-bodices.... Two-tone coats and dresses, the front one colour, the back another.

Spring colours with a toned-down look

Navy-blue—never more beloved. Navy-blue with black, striking and special. Navy-blue with bright green. Navy-blue with white. Navy-blue entire.... Khaki—good accessory colour, especially with black or olive-green (page 44). Olive-drab. Officer blues and greys. Off-blues—with white or coral.... All greens—pale emerald, bronze, leaf.... Silk-stocking beige, making you a lovely, melting colour from throat to ankles, with black, brown, blue, or green accents.... Camel-tans and beiges for shoes, worn with black or navy-blue.

Spring hats with your very own look

Some dashing big hats—huge, untrimmed black felt ones with dipping brims, for instance. Big off-face felts and Bretons, later to turn up in straw.... Little skull-caps, like those on pages 70 and 71, covering the back of the head and usually of the costume fabric.... Turbans, tirelessly, with flowers or twisted fullness at the nape.... Little flower hats, tufted with white or coloured flora.... So many choices, you can choose your own look.

Spring fabrics, 1940 versions of the 1914 look

A multiplicity of stiff ones—alpacas, failles, surahs, tie-silks.... Army-officer fabrics—whipcord, gabardine, covert-cloth, in military colours.... Stripes recurrent, the best about half an inch wide.... Polka-dots, recurrent, the best the size of a golf-ball.... Checks, recurrent, the best gigantic, or conversely, atomic. Taffeta accenting wool dresses and suits. By night, yards and yards of laces and chiffon either floating or starched.

Spring evening clothes with a picturesque look

Dinner costumes with vestigial hats—like the dress opposite, with its compact turban.... Or like the Renaissance dresses on pages 38-39, with little page-boy caps.... Long-sleeved, high-necked, full-skirted dresses of something sheer and floating, many of these with dolman sleeves.... Navy-blue for dinner—nice in chiffon, with diamonds.... Lace bands or ruffles or yokes, like lingerie, on net or satin.... Slim, obelisk evening coats of silk jersey.... Little fur capes or new versions of fur jackets (pages 40-41) by night; by day.

The way you look this spring

Short, neat coiffures, or longish (about four inches in back) neat coiffures. Wide, deep waves, the kind you haven't seen since your water-wave-comb days.... For a special evening, on a special person, a luminous-lacquered coiffure. Lipstick and nail polish the colour of black rose petals, worn with soft greens, greys, beiges, khakis—but please, no, with solid black, brown, white, or red. (Watch for the masculine schism on this colour.) Tomato-red with navy-blue, or else a warm fuchsia, like the make-up on the cover of this issue.... Neat faces, clearly defined of lipstick, eyebrows, hair-line.... And the figure ideal, flat, supple, concave from bosom to thigh, with an indented waist. It's achieved the hard way, via diet and exercise, and Required to do your new clothes justice.

Deep waves: Émile of Fifty-Sixth Street

Spring hair do's and don'ts

Short cut; Josef of Helena Rubinstein

Do rediscover the flattery of deep, shadowy waves. Make your hair undulate like the grain in mahogany. *Do* let your hair get *really* long in back, or else chop it *really* short. But, no matter which you do, brush it up and back from your ears. When you wear the new deep-crowned helmets or turbans, *do*, unless you are faultlessly featured, wear soft bangs or a light pompadour over your brow. Keep the back of your hair mirror-bright with brilliantine and brushing, and polish it to a high lustre with a bit of silk. Have a neat part.

Don't continue to wear your hair in the same tentative way. *Don't* have a head crisscrossed with visible parts running in so many directions that you look like a new map of Europe. *Don't* continue that eiderdown mane that *never* looked really well-cared-for. *Don't* confuse softness with flopsy curls, or neatness with a lacquered look. *Don't* have a hair-do which won't brush.

HORST

Luminous hair

A coiffure shines in the dark—luminous as a watch-dial... phosphorescent liquid and coiffure by Louis of the American Hair Design Institute. Luminous, too, the Heller cultured pearls

HORST

RENAISSANCE

Dinner-costumes with a classic line—the new Renaissance dresses like Raphael paintings, worn with page-boy caps. Above: Deep blue silk-and-rayon crêpe with the classic white panel; green pill-box. Henri Bendel. Jewels; Guitel Montague

DINNER-DRESSES

White-bodiced, fluid black silk-and-rayon crêpe, flowing from bosom to hem. The sleeveless, cape-like jacket of the Renaissance swings over it. On the back of the head—a page's black skull-cap. Bergdorf Goodman. Olga Tritt jewels

LITTLE FURS GO ON

Baum-marten cape (little fur capes make news now).
With it, a feather-haloed black straw hat.
Hat and cape from Henri Bendel. Jewels by Paul Flato

Specimen blue fox with a marbled look.
Beige silk chiffon evening dress.
Both from Jay-Thorpe. Jewels; Paul Flato

INTO SPRING

White ermine—tied casually in front, bloused in back. Milgrim.
Jewels; Trabert and Hoeffer-Mauboussin

Mink for a loose-swinging, wide-sleeved jacket, to wear by day or night. From S. Harra.
High-crowned blue straw hat from Sally Victor

HORST

Mink for a cape with a stole that you can tuck under to make a muff. Russeks.
Gold jewellery; Van Cleef and Arpels, New York

Seeing red

Lips and nails are a part of your colour scheme

LIPS and nails are part of your costume. Make a song of it—make a verse of it —engrave it on the heart you wear on your sleeve. Those flashing accents of matched colour can do your whole façade more good than a new hat, or a new beau. (Almost.) You needn't be a slavish addict to the match game either, trotting around from counter to counter, scrambling in your bag for surreptitious (and usually inaccurate) samples. It's easier now. For if your lips and nails match to begin with, and if they are the right shade for you—and your costume, you're off to a good start.

And to help you out of just this kind of dilemma, Peggy Sage in collaboration with some of the fine cosmetic houses has worked out a fool-proof chart of "matches." She's not content with giving you one nail polish to match one lipstick, but through months of research has discovered four or five harmonizing, or identical, colours for her whole range of nail-polish shades. Suppose, for example, you are passionately attached to Peggy Sage's "Mantilla" polish. Check with the chart, and you will find a matching or a harmonizing lipstick: Lenthéric's "Gaucho"; Dorothy Gray's "Blush"; Coty's "Magnet Red"; Lucien Lelong's "Dianthus"; Schiaparelli's "Fragile," and so on.... This scrupulous matching of nail-polish shades to a lipstick list that must surely include your favourite, makes Peggy Sage our favourite benefactor as of to-day, and "seeing red" a pleasure.

Happily for you, the cosmetic and the *couture* houses have been seen holding hands in public, and the outcome of this romance is a beautiful understanding. Just as the dress designer is titivating your senses with a glove or a scarf in a fine animated shade called Hot Pink, a cosmetic house is embellishing your nails and lips with a fine animated shade called Hot Pink. Peace! It's simultaneous.

Once you're sure of perfectly matched lips and nails, you are free to play tricks with the application of your polish and lipstick. Here are a few old wives' truths that you may have forgotten. Light shades make your nails look *longer;* dark colours make your nails look *narrower.* Please, unless you use a natural polish, *don't* cover your moons. If you use a really deep shade, *do* cover the tips. Remember that a high gloss is more important with a dark shade than with a light one, and that a protective base should *always* be used.

Regarding lipsticks...if you use a light lipstick, your lip outline must be *exaggeratedly* clear. Due to a justifiable revolt on the part of the men, the sprawling, sprung-bow mouth is disappearing, and the thinner, more normal lip returning to favour. Especially with a *dark* lipstick, be sure to rouge well inside your lips; otherwise, your inner lip looks pallid. One artful lady we know uses two tones of the same colour lipstick, to sculpture her rather indefinite mouth—the darker, to attenuate her cupid's bow; the lighter, to "full" her nether lip. A slight fluff of powder over your lipstick will set it beautifully.

On your right are five wise women who have tied up their nails and lips to their accessories. Starting with the lady in pink in the upper left-hand corner, clockwise around the page, you see Peggy Sage's "Mantilla" polish and its matching counterpart, Lenthéric's "Gaucho" lipstick; Peggy Sage's "Noseegay" and Lucien Lelong's "Pink Rose"; Peggy Sage's "Heartbreak" and Coty's "Dark" lipstick; Peggy Sage's "Sari" and DuBarry's "Barberry"; Peggy Sage's "Fez" and Schiaparelli's "Rowdy." The sixth sad little drawing shows you a lady with more enthusiasm than colour-sense

Lips and nails, a
part of your colour scheme

Lips and nails
match your bonnet

Lips and nails
tally with your hand-bag

Lips and nails,
totally unrelated,
spoil the picture

Lips
and nails
blend with your bracelet

Lips and nails
accent your scarf

Khaki in the news again

Khaki with black —
Black rayon crêpe dress, khaki coat (right)
Fuzzy feathered felt hat,
fine eight-button doeskin gloves

Coat of Botany sweat-cloth;
big black felt Breton;
Khaki and black — new-trim
All Milgrim: Neiman-Marcus

Everything on this page;
Altman; L.S.Ayres, Indianapolis

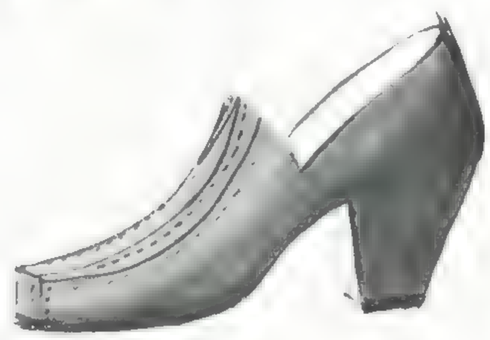
Bright Green with Blue

Start with a blue costume and add green touches; start with a green costume and add blue touches; or let your costume be a neutral, like grey, and add either blue or green or both as accents. These are ways to lift your wardrobe, your spirit; to give you that New feeling you want for spring

Grey flannel suit; Bonwit Teller; Bullock's-Wilshire. Green Milen hat by Jeanne Tête; Bonwit Teller

Blue wool jacket costume with silk faille bodice. Sally Milgrim design. Green straw beret. Milgrim

Left: Green wool coat designed by Jane Derby. Blue straw hat designed by Robert Dudley. Jaeckel



First shoe: A step-in of blue suède. Second; shoe of blue patent leather and gabardine. Both; I. Miller

People are talking about . . .

PAUL MUNI AND UTA HAGEN BOLSTERING ANDERSON'S "KEY LARGO"

STEICHEN

JOHN BARRYMORE, IN "MY DEAR CHILDREN"

KERTÉSZ

HIRSHFELD

JAMES THURBER, HIT PLAYWRIGHT

TITIAN'S "POPE PAUL III.," AT THE MODERN MUSEUM

SAROYAN'S BALLET, "THE GREAT AMERICAN GOOF," AT THE BALLET THEATRE

HORST

ANIA DORFMANN, GREAT WOMAN PIANIST

DOROTHY MAYNOR, THE NEW SOPRANO

HORST

GRETA KELLER, THE VIENNESE SINGING DELIGHT

HORST

ANGNA ENTERS, IN HER IRENE CASTLE COSTUME, MIMING

AGNETA FISCHER

EVE CURIE, HERE FOR HER SECOND LECTURE TOUR

PEOPLE are talking about people right now, their minds curling back from the jagged edges of war. They are talking about the muscular drive of Paul Muni's acting in "Key Largo"...about John Barrymore's raking audiences with the barbed welcome of his tired wit in "My Dear Children"...about James Thurber and Elliott Nugent, whose play, "The Male Animal," is the comic zenith of understatement.... They are talking about Ania Dorfmann, that notable pianist, who has been playing with Toscanini and Barbirolli...about Dorothy Maynor, the new great Negro singer, her diction clean-edged as a geometric figure, who sings "*Depuis le Jour*" like a dream...about Eve Curie on her new lecture tour...about the extraordinary exhibit of Italian Masterpieces at The Museum of Modern Art, and, in particular, Titian's portrait of Pope Paul III., who excommunicated Henry VIII. of England...about the new Ballet Theatre, with its shining confidence, its new ballets, two designed by Nicolas de Molas, one Saroyan's "The Great American Goof"...about Angna Enters, with her mournful clown's face, flicking easily from miming to play-writing, selling her painting, "Spain Says 'Salud'," to the Metropolitan Museum...and, finally, about Greta Keller at the Algonquin Supper Club, singing Viennese songs with the nostalgic conviction of a revivalist.

Sub-débutante Subscription

THEIR ribbon-tied curls falling to their shoulders, their full, frothy skirts swirling, three hundred of New York's older sub-débutantes went to the annual Senior Dinner Dance one holiday evening in the Grand Ballroom of the Hotel Plaza. It was given by Miss Adeline King Robinson—whose younger-set dancing classes are a tradition—and by Miss Georgiana Owen—whose younger-set parties are a tradition. And it was, among dozens of sub-débutante parties, an excitement-peak for the holidaying young.

Each girl (from Brearley, Foxcroft, Westover, and so on) invited two boys (from Princeton's freshman class, Groton, St. Paul's, and so on). Before the party, they met in groups, for tomato-juice. At the party, they sat at prearranged tables, danced between courses from 9:30 to 11; then, with the cut-in system, till 1 o'clock. They danced La Conga. They danced the rhumba. They danced the Viennese waltz and even the polka, to Ben Cutler's music.

This dance was the first of two. In Easter week, these same sub-débutantes are going to the second one, their ribbon-tied curls falling to their shoulders, their full, frothy skirts swirling.

Dancing while Ben Cutler's band plays—Miss Ann Norris with Mr. Edward Du Vivier; Miss Alice Elmer with Mr. Edgar Appleby

Dancing: Miss Betty McVitty. Looking on: Miss Anne Griffin; Mrs. John W. Snowden, third; Mrs. M. D. Gordon; Mr. William Fairchild

At the left: Miss Genevieve Rea with Mr. Edward Elliman. At the right: Miss Agnes Kennedy with Mr. Richard Millett

Dance in New York

SNOWDEN-PIX

Miss Emily Franklin in a floating, full-skirted dress, standing at an entrance with Mr. John Murnane

Miss Gloria Vanderbilt, her sub-débutante long hair varied by glossy Dutch-boy bangs

Miss Josephine Johnson with her mother, Mrs. William Adriance, and Mr. Adriance

Left to right, facing the camera: Mr. John Koehne, junior; Miss Betty van Leer; Mr. Howard Wood, third; Mr. William van Leer; Miss Nancy Howe; and Mr. George Lewis

From lower left: Miss Martha Lowsley; Mr. G. Dudley; Mr. Wm. Davis; Miss Mary White; Mr. R. Carrère

Circa 1918, the Great American Costume was something navy-blue with black passementerie. This year, that black-with-blue team is back. Above, black braid on a navy-blue serge dress. Black straw hat. Hattie Carnegie; I. Magnin

Above, right: A whole yoke of black soutache braid on a spring coat of navy-blue wool crêpe —combination very familiar to a memory that stretches back to 1918. With the coat, a Breton of navy-blue and black satin. Saks-Fifth Avenue

BACK FROM 1918 —

NAVY-BLUE WITH BLACK

Black grosgrain ribbon circles the skirt of this blue wool bolero-suit, another version of this spring's newest colour duet. Germaine Monteil design. Bonwit Teller; Ransohoffs, San Francisco; Bullock's-Wilshire, Los Angeles

LONDON SPOT-LIGHT

Leslie Blanch writes of a new London strangely conscious of its own flickering, war-time fun

UNDER darkling skies, the new year creeps on its way towards spring—and what else, none can say. In a world of changing values and shifting scenes, nothing seems quite true, quite real. It is as if we watch ourselves, numbed, in the grip of some gigantic, slow-moving machinery of fate. We see the scene around us objectively, and ourselves playing strange rôles: yet it is as if we are the spectators of our own drama...as through a glass, or in a peep-show.

We see the young things happy together, gazing into each other's eyes, lingering over lunch at such small, discreet restaurants as the Maison Basque, and, as the tea-time twilight descends, going off together, arm in arm, to dawdle down Bond Street in search of "the ring"...he in khaki, she in beauty, both in love—Mars and Venus. We see the pot-bellied Regency façade of Boodle's Club backing groups of red-tabbed War Office bigwigs and an Admiral or two, deep in unofficial lunch-time conferences. We see the lovely historic vista of Saint James's, with the scarlet of the Palace sentries sobered to khaki. We see the elegant, colonnaded portico of Arlington House, once the scene of Lady Wimborne's famous musical parties, now a-chug and a-splutter with auxiliary fire-engines being tested and run in. We see the Duke of Kent, on leave and in uniform, covered in the brass buttons and gold lace of a Rear-Admiral, striding across the Park, past those same "ornamental waters" round which King Charles II. was wont to walk so fast and so often.

We see the gayest parties in London being given by the various officers of the "Blues," the Household Cavalry, who, as tradition demands, take it in turn to be on guard at Whitehall while the King is in London. With the incomparable elegance of the Inigo Jones rooms, and their famous cellars, these parties are legendary affairs. We see packed restaurants, such as Quaglino's, or the Coq d'Or, with the pale blue of the French Army Staff Officers mingling with khaki. We see less and less of old Army etiquettes and questions of rank. Colonels are dined and wined by Corporals. What appear to be "Jolly Jack Tars," bell-bottom trousers and all, are discussing vintages with the *maître*. We see the loveliest mink coats in London out with the boys in battle-dress. Yes, this is everybody's war, "Rich man, poor man, beggar-man, thief"...I won't add "This year, next year, sometime, never."

We see war-weddings, such as Penelope Dudley-Ward's to Private Anthony Pelissier, Fay Compton's son. While the bride was in drifting masses of white satin and tulle, both the bridegroom and the best man, John Mills (who played George so finely in the London production of "Of Mice and Men") were in hairy khaki battle-dress, with clumping Army boots, looking at once splendid and forlorn in the undramatic practical accoutrements of modern warfare.

We see every one drinking rum, once the Army tipple, but now the civilians' delight, with rum and draught ginger-beer for the lily-livered. We see crochet parties; and every one discovering that, now that they can find their way around with a crochet-hook, they have to fight the temptation to make things for themselves rather than for the troops. We see a good many khaki scarfs that remain unfinished, lying about on top of work-baskets bulging with frivolous pink Angora sweaters or hoods.... Which reminds me: we see far too many women wearing hoods. Comfortable, I'll admit, but can women over twenty afford to look like gnomes —or cobras? We see the big stores, such as Harrods, broadcasting the news bulletins, and little groups of shoppers gathering silently to hear what is left of the news after our various censorships have been at work on it. We see every one trying to wangle Irish week-ends, for Eire is now a gay, glittering, un-blacked-out, unregulated, un-rationed neutral heaven, a land of milk and honey, peace and plenty, hunting and happiness—as well as brogues, rogues, and bombs.

We see Augustus John, that great artist, that sombrero'd scalawag, breaking down the rather sycophantic tradition of Court portraiture, and painting the Queen's picture. We see Queen Elizabeth's serene, abstracted smile as she sits among her subjects, listening to the Myra Hess lunch-hour concerts at the National Gallery. A shilling-a-time, first come, first served, and, as the seats fill up, tired workers sit on the floor munching their sandwiches, transported to (Continued on page 95)

BLAZER STRIPES are exploding in town and country this spring. Here is one of the most explosive combinations of all. Tropical blue and orange-red grosgrain ribbon makes the jacket, ties the quilled hat. The hat is of Milan straw in that newcomer for spring, wood-tone brown—with wooden beads repeating the colour-theme. Note, too, the heavy crown—it's a new look this spring. From John-Frederics

HAT AND JACKET FROM JOHN-FREDERICS

HORST • CONDÉ NAST ENGRAVING

METROPOLITAN TWEEDS

As of spring, 1940, suave, citified tweeds stay in town. First, above: A tiny-waisted town top-coat of herring-bone tweed. Tweed skull-cap. Second: A long-line tweed jacket, tweed skirt, and wool jersey blouse, for city street or country lane. That hat—a secure felt fedora. Third: A short tweed jacket and a long tweed top-coat, plus a wool skirt and wool jersey blouse. Felt pill-box. Costumes and hats; Jay-Thorpe

Above, first: A three-piece tweed suit with an unmistakably metropolitan air, thanks to such adroit details as the sizable pockets planted on the coat-tails, the cleverly located stripes. This can go strolling, shopping, and—casually—to lunch. Small straw fedora, like a man's. Second: A tweed cape (and capes are stealing back) over a wool jersey dress. Small tweed cap. Costumes and hats; Saks-Fifth Avenue

ANTON BRUEHL

GOLD AND SILVER FOR DINNER. Against the traditional gleam of silver, gold stands out, new and warm. Paris loved it last year. Now America follows. Silver gilt urn; Peter Guille. Candelabra and compote dishes; James Pendleton. Gold boxes; Norman of London. Frosted-gold and white plates and crystal glasses imported by Macy's. Sterling silver; Gorham's "English Gadroon." Table-cloth; Carole Stupell

The golden touch

Used as an accent, the golden touch blends with silver on the table and colour throughout the house

LAST year, before Paris' eye was filled with black-outs, it was looking lovingly on gold-in-decoration. Coffee-spoons were covered with gold. Some hostesses sent complete silver-services to be gilded. Now, in America, more and more golden touches are entering into the scheme of decoration. Whether gold is used on the table or in any other part of the house, it is used lightly, as an accent, with a completely different result from the heavy, gold-encrusted Lillian Russell days.

In the facing photograph, gold comes nonchalantly to the table, perfectly at home with sterling silver and glass. The table-cloth is satin, of a warm and rose-cast *café-au-lait,* with a centre panel and napkins of golden-bronze *mousseline-de-soie.* The gold snuff-boxes and the repoussé silver-gilt ones are used as cigarette-boxes. Some of the ash-trays are silver shells gilded inside, some Sheffield plate, once gilded, but now worn down to the original silver. The table is set with Gorham's "English Gadroon" sterling silver, and planned for a five-course dinner, with an entrée rather than a salad course. (Salad might be substituted for the entrée; then the small fork would be placed next the plate.)

But there is no reason for leaving gold on the table. It shines everywhere—on dressing-tables, in picture-frames, on mouldings and lamp-shades. Old silver picture-frames are made warm and ravishing by gilding. James Pendleton, one of the first and most ardent of the new Gold Lovers in America, uses, in his own grey, gold, and chartreuse living-room, a gilded after-dinner service, and chartreuse china cups with gold lustre linings.

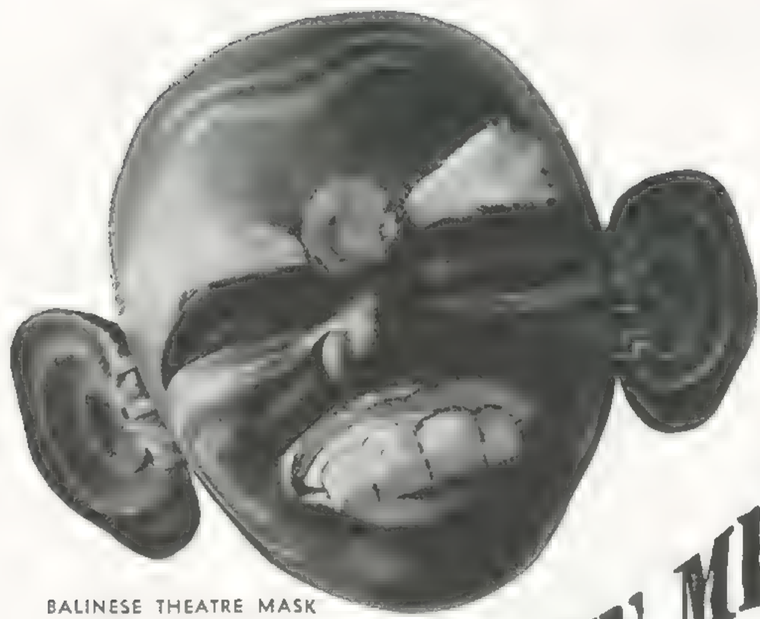
Here are a few more ideas on the subject that we have garnered from some of our favourite hostesses.... Using Pitt Petri's wonderful golden Venetian glass animals and fruits as a centrepiece, with grey, gold, and white china, on a silver damask cloth, and gold Venetian glass candelabra and glasses.... A pair of old Turkish jewel-boxes, ribbed with silver and gilt, in the centre of the table, sometimes with a low trench of flowers between them.... Tall repoussé pitchers of gold, on a side board.

But you can as easily give your own golden touch to your possessions. You might try antique scales, flanked with gilded bronze Empire candlesticks on *your* dining-room table. Send your old metal knickknacks, sugar-tongs, card-cases, ash-trays, off to be gilded. Don't be too shy about it, because the gold can be easily removed if you decide (and we bet you won't) that you liked something better as it was in the beginning. A pair of gold-paper shades and a gilded vase give a completely different look to a whole room. And try gold with pale colours. It will make you forget you've ever seen it with red velvet. As a brave new gesture, have the ceiling of your entrance-hall silvered, and edged with gold picture-moulding—either a thin one, or a heavy, scrolly plaster one.

More and more, the shops are breaking into gold. We amused ourself, the other day, by marching up and down Madison Avenue, counting the golden pieces of china, glass, and plate in the windows—far, far more of them than you would have seen last year. James Pendleton, believing that gold furniture as well as accessories are coming back again, has gilded metal chairs with grey tufted satin seats in his shop, and a charming petal-edged table with a silver-and-gold mirror top on rope-and-tassel legs.... Alice Marks is another pioneer in the field of gold. She has cocktail accessories in gilt, and breakfast sets, cheerful as summer sunlight in gold lustre.... Carole Stupell combines gold, gun-metal and chartreuse on one of her tables. Here you can also find pears and apples to hold ice and so forth, made of one of the gold alloys. And don't overlook her dramatic large place-plates with straight, diametrically off-centre golden bands.

NYHOLM

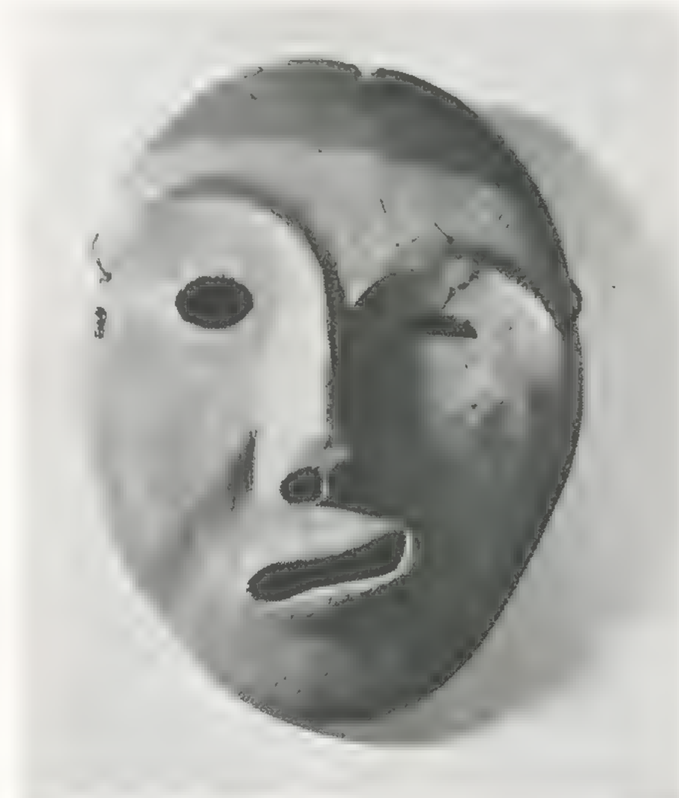
DESSERT SERVICE FOR SETTING ON OPPOSITE PAGE



BALINESE THEATRE MASK

BUT HAVEN'T WE MET BEFORE...?..

A gay sign of man's eternal pleasure in mimicry, masks (whether African, Greek, Eskimo, or just beauty) are always good for either sociology or a laugh. Here are some of the amazing collection of ancient and modern masks from the recent show at the Brooklyn Museum. (See page 97.) Giving not only an almost too intimate picture of primitive man (and of modern woman), these masks have the further quite enchanting characteristic of looking like caricatures of people we meet every day. There are, all on these pages, familiar expressions, recognizable idiosyncrasies, and intuitive flashes of nine types whose faces keep coming up, like spots before our eyes. In case you haven't recognized all the types, the descriptions at the right may give you a clue.



WESTERN ESKIMO MASK

IROQUOIS INDIAN MASK

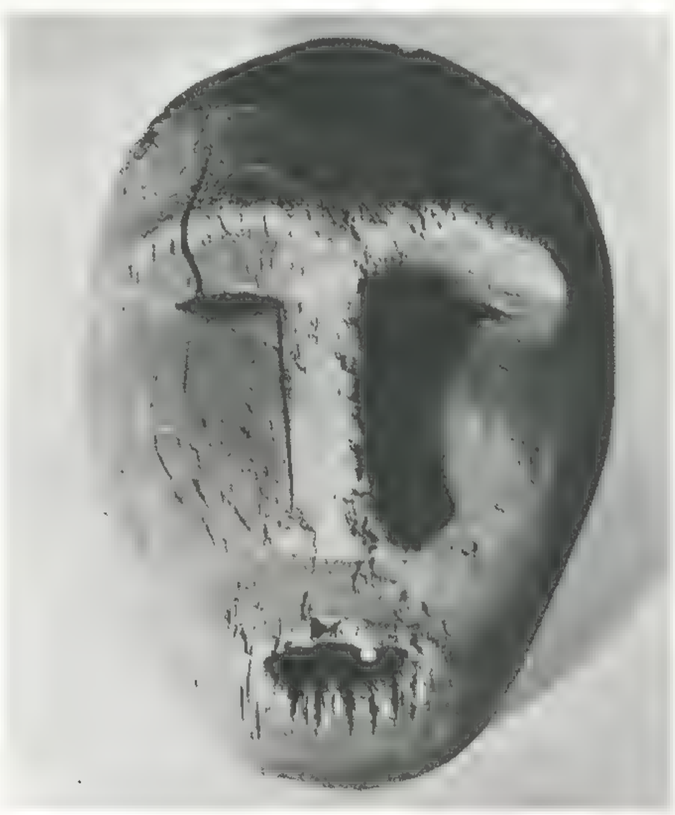
ELIZABETH ARDEN BEAUTY MASK

Here are masks that date from B. C. to 1940 A. D.—each hauntingly reminiscent of a face we've seen before

MOUND BUILDER SHELL MASK, TENNESSEE

JAPANESE NŌ MASK

JAVANESE DANCE MASK



ESKIMO MEDICINE-MAN MASK

SWISS CARNIVAL MASK

Match descriptions and masks, yourself. (There isn't any prize)

The eager giggler who always laughs just *before* the point of your story
The El Morocco-an, who has been known for years as a boy around town
The way almost any woman feels, after she has looked too long on Garbo, Lamarr
Dramatic critic suddenly perking up at entrance of pretty actress
Absolutely adorable belle, with pansy eyes
The very devil of a fellow who shows you pictures of his baby
The wily slicker who answers rebuffs by quoting Freud to your detriment
The woman who actually *said*, "I've just washed my hair and can't do a *thing* with it"
The man who thinks he looks like George M. Cohan—only he can't dance, either

SKI NEWS AT FRANCONIA

FIFTEEN minutes from the New England town of Franconia, New Hampshire, is Franconia-Mittersill, five hundred acres of mountain terrain belonging to Baron Hubert Pantz, who has organized there a ski club patterned after his famous Club Mittersill in the Austrian Tyrol. This year, he and his partner, the international skier, Sig Buchmayr, entertain guests in a compact ski lodge at Franconia. For next year, they are building—on their acres—a large Tyrolian *Schloss*, with a tower and space for seventy-five people.

On these pages, a Franconia-Mittersill week-end. Every one gets up at dawn. After breakfast, the novices pile outside for instruction. After lunch, one and all board the Cannon Mountain Aerial Tramway and are carried to the top. Experts descend in three minutes; beginners in one hour. In the evening, every one sits around and talks about skiing. In the talk, Franconia looms large—and, the way things look, will loom larger.

MRS. PAUL WARBURG, MISS JESSIE EWING

MRS. SHERMAN JENNEY, BARON HUBERT PANTZ

MISS DOROTHY RICHARDS, LOOKING ON

KNOPF-PIX

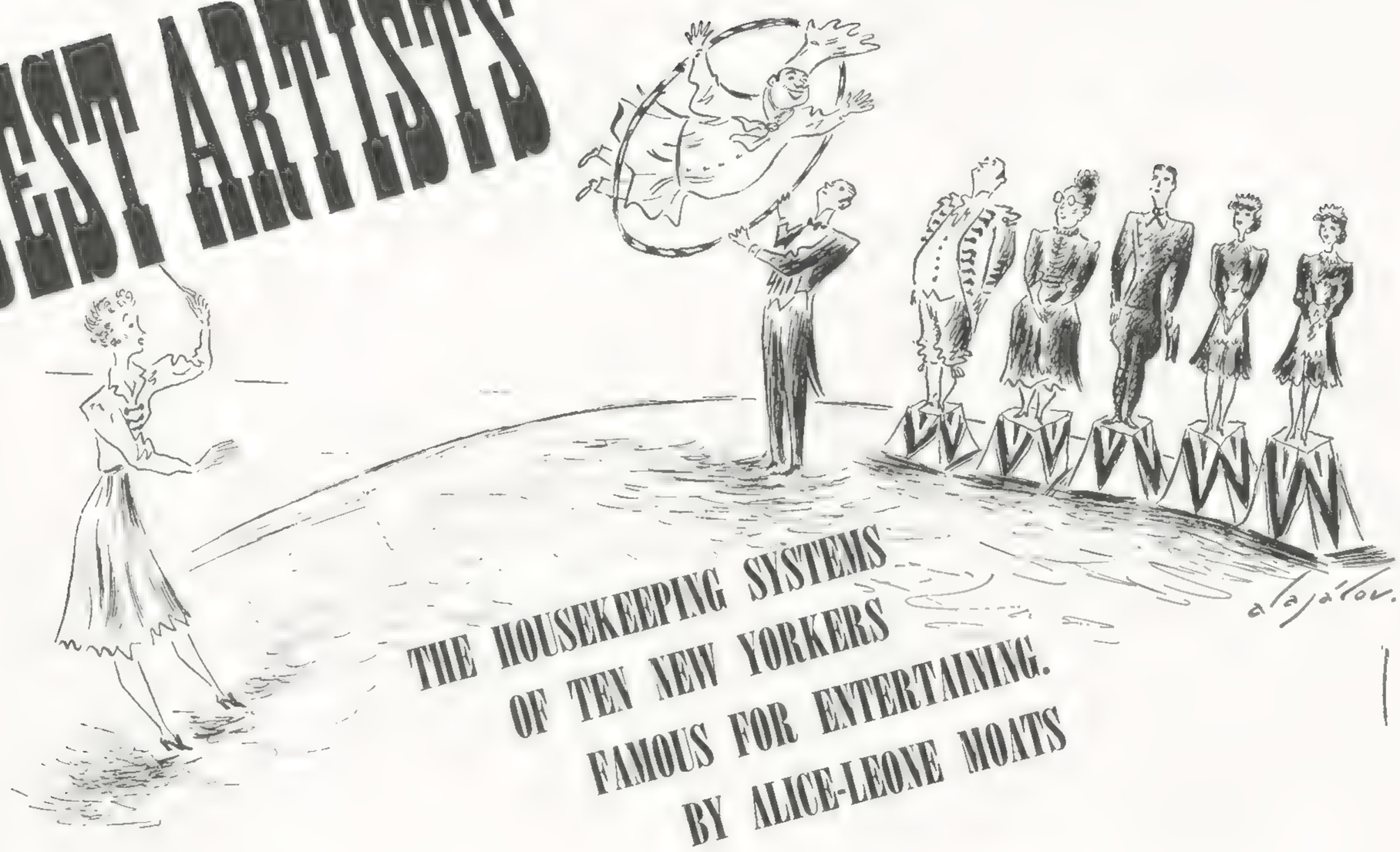
LEFT TO RIGHT: MISS JESSIE EWING, MR. JOHN SCHIFF, MRS. SHERMAN JENNEY, KNEELING; MRS. PAUL WARBURG, MISS GRACE EWING

MRS. JOHN SCHIFF, SKIING

BARON KURT PANTZ; THE HON. MRS. BRINSLEY PLUNKETT

INDOOR STUNTS; MRS. JOHN SCHIFF, MR. SHERMAN JENNEY

GUEST ARTISTS



THE HOUSEKEEPING SYSTEMS OF TEN NEW YORKERS FAMOUS FOR ENTERTAINING.

BY ALICE-LEONE MOATS

HOUSES, unfortunately, never run themselves. Of course they should appear to do so; that's just where the most important trick of the housekeeping trade comes in. But it takes a lot of other preliminary tricks to bring off that final one, and these differ in every household. Of the nine women and one bachelor interviewed for this article, no two have the same technique. All have had entirely separate problems to solve, and they have solved them so successfully as to impress New York with their housekeeping skill.

The Herbert Bayard Swope country house, for instance, has practically become a legend because of its prodigal hospitality, the amazing quality and variety of the guests to be found there, and the unorthodox hours that prevail. From June until January, there are never less than five and sometimes as many as ten house guests for the week-end; Sunday-night supper is an institution to which anywhere from twenty to fifty people may be invited. It is one of the few houses in America where a week-end invitation isn't worded something like: "Plan to arrive on Saturday in time for luncheon and don't order your car until after supper on Sunday." At the Swopes, you are perfectly welcome to arrive on Friday, even though probably no one will be home, and they are delighted to find you there for tea on Monday.

The guests range from Supreme Court justices and Cabinet members through what the tabloids call socialites, to movie stars and attractive young things.

Arrive at the Swope house at eleven in the morning, and you will find nothing but servants cleaning the rooms. Arrive at any time from midnight until five A.M., and you will find a large and animated group talking, playing mah jong, poker, *chemin de fer*, or some parlour game. In most places, you would be lucky to be offered a couple of tired ice-box sandwiches at such an hour, but there, Mae, the maid who has been with Mrs. Swope for twenty-two years, is up and about, ready to scramble eggs, make hot dogs or hamburgers, prepare cereal or anything else you might want.

Since the Swopes are independent, the guests soon learn to be. Any one who wants to sleep all day can do so, and I remember one occasion when a man sat in the sun-porch eating his breakfast from a tray while the rest of us had tea.

The house is impressive, oddly enough, because it is run to please the owners rather than to impress outsiders. The food is delicious, but simple, because Mrs. Swope hates what she calls "rich folks' food." She likes movies, so on Saturday nights she takes over the Manhasset Theatre after

at the Brooke Marshalls', a cocktail is handed to each arriving guest

the final show and has new films run off. All of the Swopes enjoy having people around, therefore preparations are made so that they can have as many as they please whenever they please. A cold turkey, ham, and roast beef are always kept on hand—just in case, and local tradesmen will open up their shops and take out whatever is needed in a Sunday emergency.

There are nine servants, all Negro, in the house. Each is held responsible for cleaning certain rooms and, in that way, can never pass the buck if a cobweb or a bit of dust is found in the corner. They soon find out that it's unwise to ask questions or in any way interfere with the way Mrs. Swope likes her house run. Her maid, Lydia, once broke into the newspapers by following orders never to go near her mistress in the morning until the bell rang. Mrs. Swope had won a sweepstake ticket and, a reporter calling about noon to ask what she was going to do with the money, got Lydia on the phone. Lydia absolutely refused to put him through. Finally he explained what it was all about, and she asked how much money the ticket had brought.

"Five hundred dollars," the man told her.

"I cain't wake Mrs. Swope fo' no five hund'ed dollars," Lydia cried and promptly hung up.

Every Thursday, Mrs. Swope gets out her book of menus and orders the meals for the entire week-end. From then on, the only housekeeping any of her guests can catch her at is a nightly habit of putting furniture back in place, plumping up cushions, emptying ash-trays, et cetera. It would be impossible for her to go to sleep if she knew that any room in her house was in disorder.

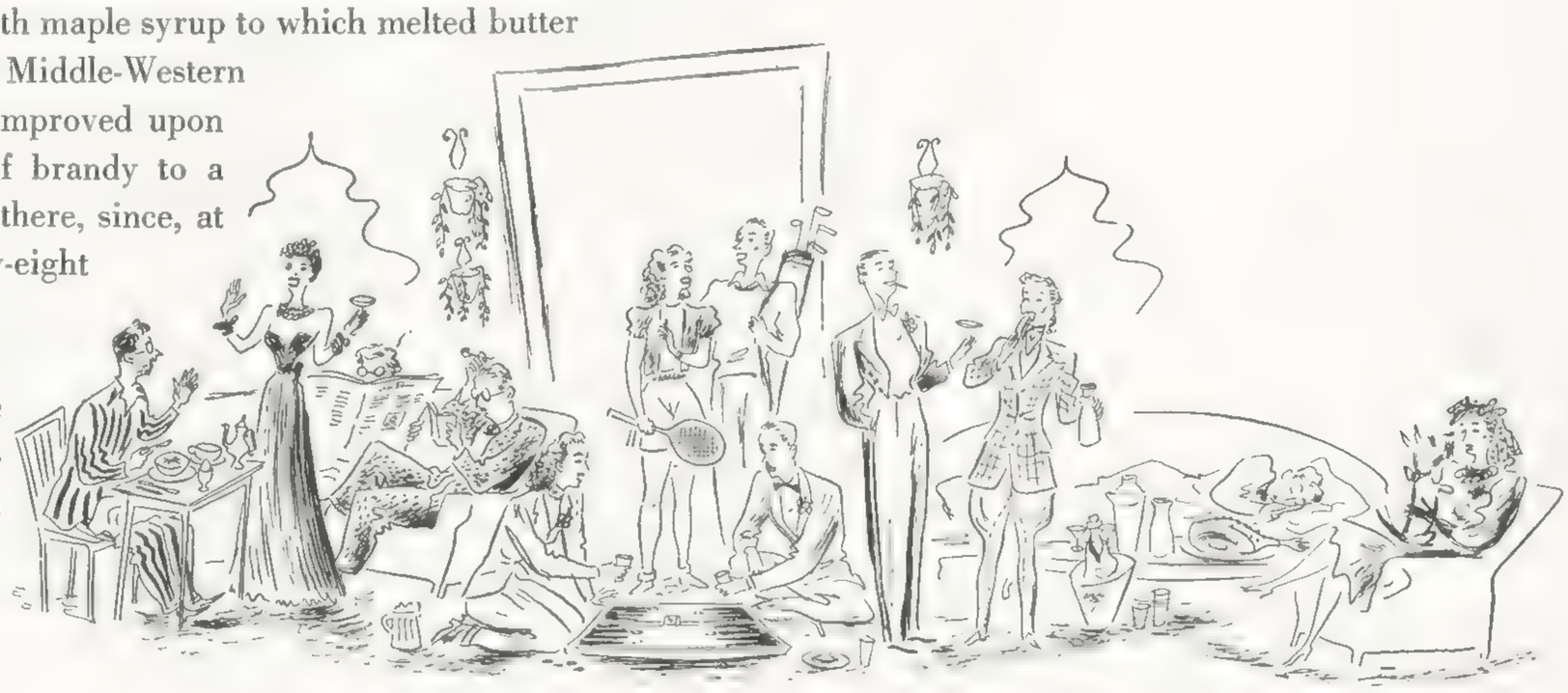
Jules Glaenzer is quite the opposite of the Swopes, who like their guests to be independent. He regiments his. He knows exactly how many people are coming for dinner; they are invited for eight o'clock and expected to be there by eight-thirty, the hour at which he sits down no matter who is missing. He makes a great point of music at his parties and insists upon people listening to it. If they don't, he *shushes* them right out of the drawing-room to some room upstairs where they can talk without disturbing any one.

The apartment is run with three servants, a couple who live in and a cook who lives out. Mr. Glaenzer doesn't think his best friend could get the cook away from him, because she doesn't have to arrive until noon and usually knows weeks in advance whether he is going to be in or out for dinner on a certain night.

Mr. Glaenzer's two favourite forms of entertaining are suppers with music after some theatrical opening; or breakfasts before the Sunday professional football matches. At the suppers, he serves spaghetti with tomato sauce, a fish mousse that is one of his cook's specialties, creamed chicken, salad, and ham, but no sweets as he thinks people don't like desserts at that hour. The menu is selected with the idea of having things that are easy to eat and don't require much cutting. For the Sunday breakfasts, he invites people for twelve-thirty. This is one time, however, when they may come and leave as they like. Glasses of orange-juice are put out in the drawing-room, and there is always a bottle of champagne in an ice-cooler and other liquors for those who are beginning to wonder why they went out on Saturday night. When a few people have gathered, card-tables are set up in the drawing-room, and the guests serve themselves from an assortment of dishes put out on the dining-table—bacon and eggs, fish-cakes and corned-beef hash. There are also small griddle-cakes served with maple syrup to which melted butter has been added. Mr. Glaenzer picked up this Middle-Western trick from Edsel Ford, but thinks he has improved upon it by adding two or three teaspoonfuls of brandy to a pitcher of syrup. Maybe he has something there, since, at the last breakfast, one of the guests ate forty-eight griddle-cakes.

Mrs. Margaret Emerson runs three big households—one on Long Island, one at Palm Beach, and a camp in the Adirondacks. In the last days of July, the fourteen servants it takes to (Continued on page 101)

Mrs. Labrot's butler took a course in mint-julep mixing



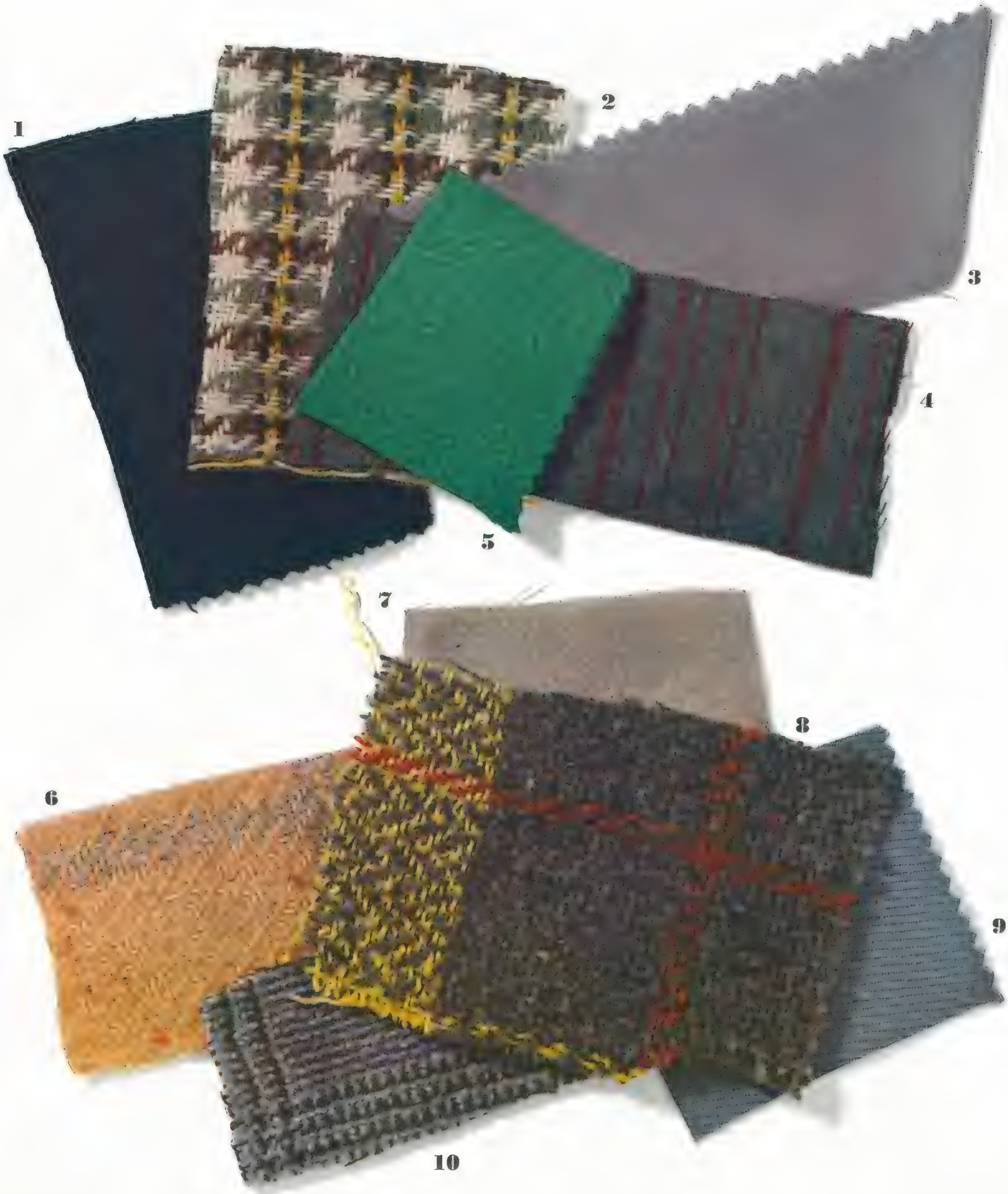
At the Swopes', the guests are allowed to be independent

THIS YEAR'S COSTUMES

1. Reefers are still on the up-beat. This one is of Pacific's navy-blue ribbed worsted, [1] opposite. About $40. Bonwit Teller
2. Reefer of Strong-Hewat's district check, taken from the English twin of the clan tartan. Around $35. From Bonwit Teller
3. Dress with a peg-top look, made of Botany's sheer wool—grey is important now. Approximately $30. From Milgrim
4. Suit of Pola Stout's tropical worsted, woven just like a fine men's-suiting, but patterned for feminine use. About $100. Lord and Taylor
5. Short, boxy coat of Hockanum's chinchilla—nice for first days in the country, chilly days in the South. Under $40. Bonwit Teller

6. Patch-pocketed coat of Farnsworth's tweed, [6] opposite—with the hand-loomed look many new tweeds have. About $30. McCreery
7. Scallop-trimmed coat-dress, made of putty-beige sheer wool and rabbit's-hair, from Lorraine. Less than $30. Franklin Simon
8. Back fullness is important in coats—see it here in a splashy plaid by Massachusetts Textile. Yours for about $55. Saks-Fifth Avenue
9. Princesse coat of the Forstmann twill that was made especially for Queen Elizabeth. The price: under $50. Lord and Taylor
10. Sailor-collared suit of Stroock's Glenurquhart plaid, softened with cashmere. (Greyed blues are making news this spring.) Circa $50. Altman

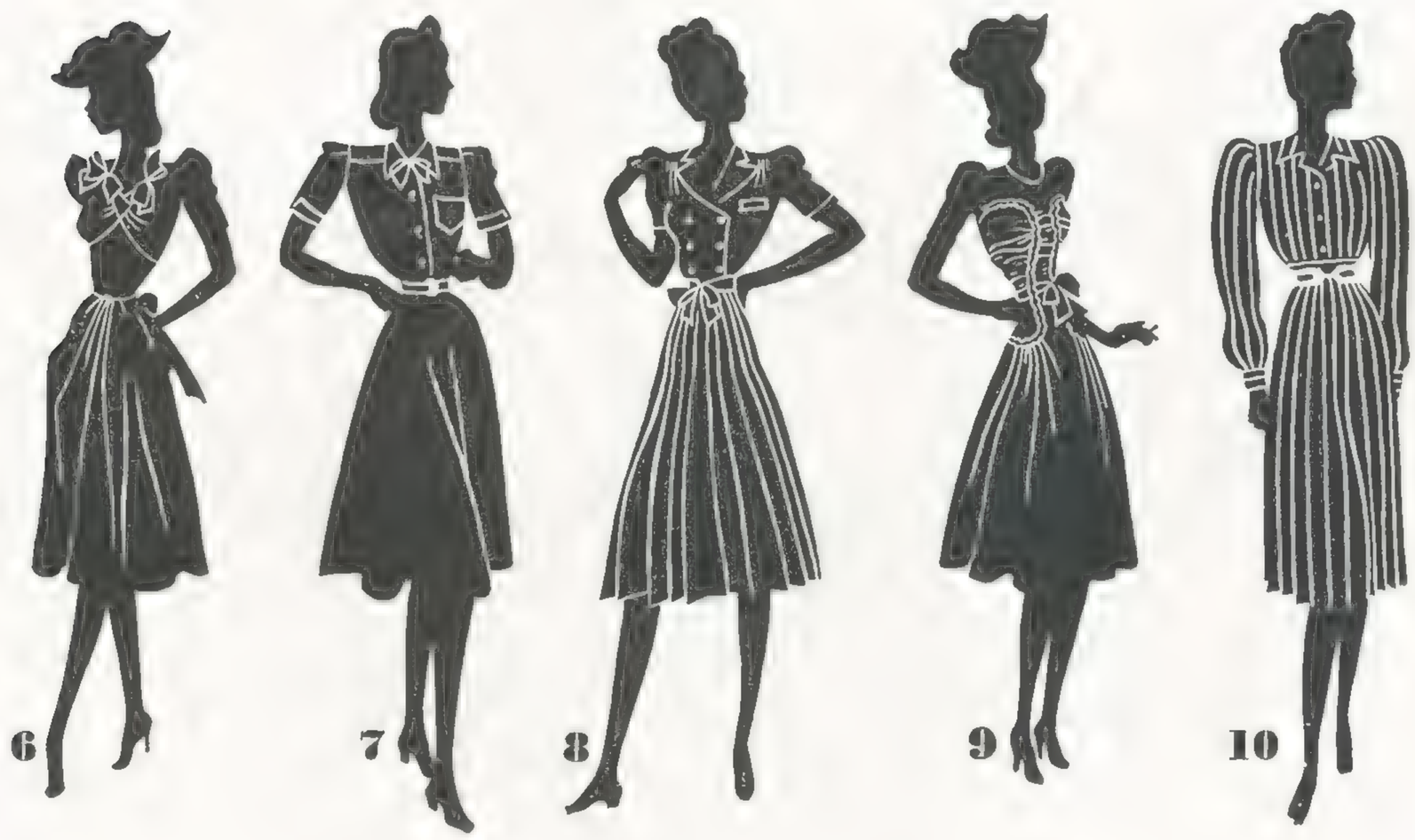
IN THIS YEAR'S FABRICS



THIS YEAR'S FABRICS

FOR THIS YEAR'S COSTUMES

1. Whipcord weaves are new for dresses. This one is of DuPont rayon, [1] opposite. Cost: under $20. Lord and Taylor; I. Magnin
2. A new crêpe-like weave for this jersey of Crown-tested rayon, by Heller, for a long-torso afternoon dress. About $40. Bonwit Teller
3. "Weathervane," one of this spring's quietly unusual silk prints, by Wesley Simpson—for a simple dress. Under $30. De Pinna
4. Silk crêpe print from Tissus Haute Couture—for (again) a long-torso dress. Approximately $60. From Saks-Fifth Avenue
5. Rough-textured crêpe made with Eastman acetate, from Juilliard, for this pocketed dress and bolero. Just under $40. Lord and Taylor



6. Geometric silk print by Cheney makes this bow-tied little dress. Yours for a song at about $30. From Saks-Fifth Avenue
7. Lots of pastel-monotones this spring—one of the most graceful, Truhu's silk, makes this shirt-waist dress. About $23. Grace Ashley
8. Another one-colour print, an Enka Rayon crêpe by Cohama, for the pleated, two-piece dress. Around a mere $18. Cotton Shop
9. Suave, chamois-like finish to this Celanese rayon crêpe—another greyed tone—that makes this afternoon dress. About $30. Russeks
10. Surah rides higher than ever this year—the surah that makes this shirt-waist dress is of Bemberg rayon and silk. Under $23. Altman has it

Skull-caps—a young idea

Back on young heads is the little skull-cap,
that recurrent, beloved bit of headgear.
Perhaps the French calot revived it this time,
perhaps the beanie of "Too Many Girls."
Anyhow, it's the spring pet of America's daughters,
who know what they like, wear what they like,
and succeed—as here—in starting their own fashions

Mrs. Angier Biddle Duke, one of the first to wear a cap,
in her own Bruyère original,
which she had copied in six different colours

Miss Patricia Plunkett, New York débutante,
in a brown suède skull-cap
that makes the most of her blond hair

Miss Margaret Harper, New York débutante,
in a polka-dotted cap
that echoes the dots in her tie

Miss Lee Thacher, Boston débutante,
in a bright plaid skull-cap
perfect with her bangs. Sally Victor

Miss Cynthia Dunn, sub-débutante
from Washington, D. C.,
in cap-and-reefer duet. Lord and Taylor

VOGUE STUDIOS

Mrs. Angier Biddle Duke, in a spring version of her favourite cap—
this time of grey wool, to match her suit.
(More often than not, caps match costumes.) Cap and suit; Altman

Miss Jean Saltonstall, Boston débutante,
in a blue felt cap threaded with
a red polka-dotted scarf. Sally Victor

LA CONGA IN WHITE

NOW you dance it everywhere—La Conga. It came up, over a year ago, from Cuba... only to be Completely Ignored here. A few of you brought it out of hiding last summer—caught, perhaps, by the same love of group dancing that prompted you to revive square dances. And then, during all the excitement of the holiday parties this winter, La Conga suddenly swirled its way into the hearts (and feet) of all the younger set. You made it your Very Favourite dance of the year.

Here you see Arthur Murray instructors showing the fine points of La Conga to Miss Halldis Prince and Miss Patricia Plunkett, in appropriately graceful dresses. • All three dresses by Kalmour. At Best; Marshall Field; and I. Magnin, California

MISS PATRICIA PLUNKETT IN WHITE. This year's favourite silhouette by night—full-skirted and feminine—for this year's favourite dance—La Conga. Silk marquisette with black rayon lace

MISS HALLDIS PRINCE IN WHITE. Another full-skirted dress for La Conga. Of fragile white silk marquisette, with—again—black rayon lace for an accent, in double serpentine rows around the skirt

LA CONGA IN BLACK

MISS PATRICIA PLUNKETT IN BLACK. Tall, blond, an exceptionally beautiful dancer, Miss Plunkett does La Conga in a voluminous-skirted, off-the-shoulder dress of black rayon net...Spanish overtones showing in the row-after-row ruffles. White broderie anglaise edges the neck-line

Under twenty—clothes under $20 for you who are under 20 years

Your blue-with-white-touches suit. This involves a basque dress of blue rayon crêpe, under an Eton jacket faced with button-on white piqué. Jump at it, for it's under $20, and meant to be lived in. White toyo off-face hat

Your printed jacket costume. Dots are the print, in this case—white dots on navy-blue rayon crêpe. Wear the dress plus or minus its cardigan, with white or green accessories. Under $20. Piqué Breton

Your wearable little navy-blue wool. A jersey dress, long jumper, pleated skirt, perfect for weather that's undecided. Under $20. Straw cloth beret. Your coat. A navy-blue reefer of Lorraine wool. Under $20. Blue felt hat

HORST

Your spring dinner-dress. A poetic arrangement of blue Celanese rayon faille taffeta and pleated white rayon faille frills. Among its virtues are the long-torso silhouette, a beguiling rustle, and the price—under $2

YOU who are under twenty, with less than $20 to spend, stop listening for that first robin and lend us an ear. Spring has come to the Under-Twenty Department, too—on a wave of navy-blue. Navy-blue, that young, classic, go-with-everything colour. Navy-blue, that beautiful basis for a wardrobe. And a wardrobe is just what we have on these two pages—complete with a blue-and-white ensemble, a printed costume, a backlog wool dress, a reefer, and a dinner-dress. Have one, have two, have all.

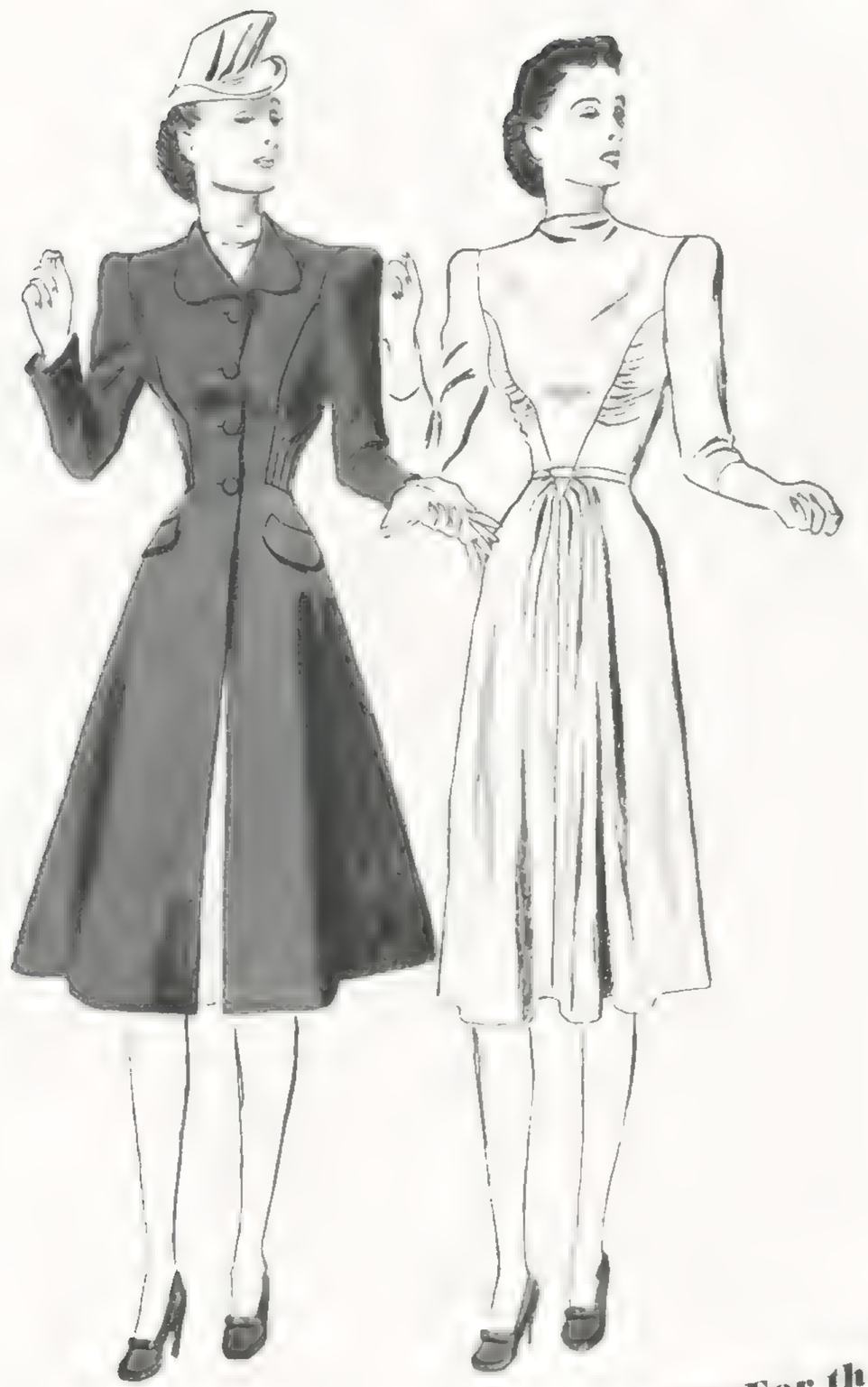
Aside from the visible charms of these costumes, they have others. They are chose for fine details, which are carried even to the inside. They are sized to slim youn figures, 11 to 17, and they are, most blissfully, priced to slim young pocketbooks. • The clothes on these two pages may be found at Russeks; Marshall Field; Neiman-Marcus

Coat-with-dress making

(Above) Princesse dress, simple coat. Perhaps sienna, black, and white crêpe, under an echoing sienna wool. Costume No. 8592. (Left) Slim lines for coat and dress. Try the first of black wool; the second of red, white, and black crêpe. Costume No. S-4191

This is one of the ways of spring—more insistent than ever in 1940—a dress with a coat meant expressly for it—the one following the other in line, in silhouette, in colour scheme. Here are four combinations that you (or your little tailor) might experiment with

Back views and sizes are on page 94



Two that go together—and mix with others as well. For the dress, perhaps, slate-blue crêpe...nice under furs now, too. Complete the costume with the coat, in navy-blue wool . . . almost a necessity for spring. Dress No. S-4204. Coat No. 8612

Slim-waisted, full-skirted dress. Slim-waisted, full-skirted coat. And a chance to experiment with that new colour-team— navy-blue and bright green (see page 46). Green for the dress— Couturier Design No. 309. Navy-blue for the coat—Couturier Design No. 310

Designs for dressmaking

A NEW PLACE IN THE SUN

Arrowhead Springs Hotel, two hours from Los Angeles, a sunny, new success

THE HOTEL, SET ABOVE SAN BERNARDINO VALLEY

SOFT pale grey, with a chaste white roof and little white iron balconies, the brand-new Arrowhead Springs Hotel is like a Bermuda house, dropped in the mountains of Southern California. Though it opened only a few weeks ago, the hotel is full of people, amused by the extravagant luxury of its decorations, by the extraordinary variety of its life. Besides the riding, the golf and tennis and swimming, there is skiing in the mountains, forty minutes up from the hotel, or racing, down at the Santa Anita track, an hour away.

And there is the busy, strangely absorbing life of a serious spa—measured walks, and mud-baths, and a régime of waters. The Arrowhead springs were already famous even when the Indians were the only patrons. They approached the whole region with awe and reverence. Now, in dressing-gown and slippers, the regular bathers and the merely curious go down in a special elevator, straight to the steam-caves from the bright bedrooms.

The hotel, which was decorated by Dorothy Draper and her staff, has a curiously distinguished lavishness, that suggests an opulent beauty with a New England conscience. The bedrooms balance rich colours and soft, mossy materials against the prim restraint of stripes, the traditional curves of flowered chintzes; the dining-room is plaster-white, with modern black Chinese cabinets, shutters of bold emerald-green, and chairs covered in the clear, innocent pink of petunias. Everything in the hotel was specially made, and even the setting has a made-to-order look of drama—on one side, a deep arroyo; on the other, the wide San Bernardino Valley, filled with orange and lemon groves, ending in a dark wall of purple mountains.

THE BAR: HERRING-BONE TWEED AND TARTAN PLAID

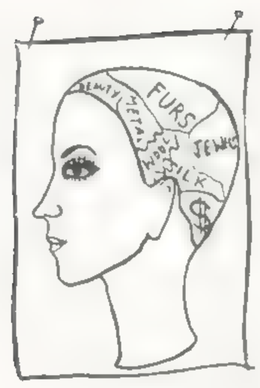
IN THE BEDROOMS, STRIPES AND FLOWERS

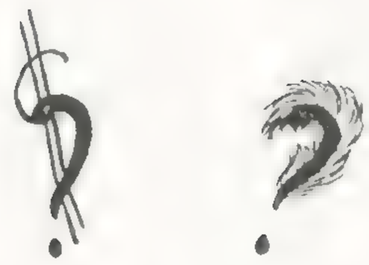
MAYNARD L. PARKER

THE TURQUOISE-BLUE POOL AT ARROWHEAD SPRINGS IS EDGED WITH PALMS

A PETUNIA-PINK SOFA IN THE FOYER

CHINESE LAMPS IN THE BEIGE-AND-RED HALL





How Good A Shop-hound Are You?

An informative game to be played by one or by many.

To check your information fund, turn to page 94

HERE you are with the spring shopping season staring you in both eyes. You want to buy things that are beautiful, but you also want to know more than that about them. For this reason, and for the fun of it, we've prepared a quiz.

1. What is virgin wool?
2. What is the most versatile fabric medium?
3. Do you know what kind of wool is used in West Point blankets: ewe's, ram's, or lamb's?
4. If you were going to buy an imported motor-car, which of the following would you refuse to consider? Why?
   (a) Hispano-Suiza (b) Isotta Fraschini
   (c) Balenciaga (d) Alfa Romeo
5. Which of the following designers are American designers?
   (a) Germaine Monteil (b) Merry Hull
   (c) Mainbocher (d) Captain Molyneux
6. Is sheerness in stockings determined by thread or gauge?
7. When you ask for 1½-thread stockings, does it mean that they are woven from one whole thread and one split one?
8. Who was the first lady to wear silk stockings?
9. In writing-paper, what is the difference in appearance of "laid" and "vellum" papers?
10. Do you pay more for rag or wood pulp paper?
11. The passing of what ladies' style affected the paper-makers sadly?
12. Does die-stamped mean dyed?
13. Can you name five precious stones?
14. What is a carat?
15. Name four ways to cut a diamond.
16. What do the following names all have in common? Torchon, Binche, Bruges, Saint Gall, and Macramé?
17. If you were ordering long gloves by mail, how would you ask for the exact length without sending your arm measurement?
18. What do the names of the following processes mean to you and your possessions? (a) Sanforized. (b) Hoovenized. (c) Sanitized. (d) Tenderized. (e) Tebilized. (f) Belmanized.
19. (a) Do you know what you are buying when you ask for sterling silver?
    (b) What is the most malleable of metals?
20. What animals give us the following furs: (a) Coney. (b) Mouton. (c) Platinum fox. (d) Hudson seal.
21. If you were choosing a fur coat for warmth only, would you prefer:
    (a) Beaver (d) Coati
    (b) Squirrel (e) Ruby fox
    (c) Mink (f) Racoon
22. Match up the following names of products and their well-known makers:

Palter DeLiso	Corsets
Aris	Shoes
Sally Victor	Jewellery
Leo Glass	Gloves
Vassar	Hats

23. What New York beauty salons will serve you a diet luncheon on the premises?
24. Who would give you your main chance of growing beautiful in the country?
25. Would you consider buying a boa of moa? Why?

Authorities need pay little or no attention to this, our quiz. We have merely scratched the surface of each subject in order to spur on the laywomen among you to brighter buying. If you have struggled through all these questions, you may now mark yourselves four points to the good for every correct answer.

If your sum is sixty, that is not bad at all—in fact, quite nice, though seventy would be better. Eighty is excellent, and if you get that, we bet the salespeople pale when they see you coming. Any one getting more than eighty in this exam gets our admiration, but don't come trying to get our job. We like it. We hate to admit it, but we had to study up on some of these facts ourself. Now turn to page 94, and you will know all the answers.

Annie doesn't make it any more!

. . . not since she's found *Campbell's* Cream of Mushroom! The very first day she served it, she was sent for and told, "Annie, the cream of mushroom was *delicious!*" Good cook that she is, Annie is quick to recognize the good cooking of others, so naturally, now, when the menu calls for cream of mushroom, she serves *Campbell's.* Just as she would do in her own spotless kitchen, Campbell's take plump, snow-white hothouse mushrooms, blend them with fine table butter and fresh cream even heavier than whipping cream—then add lots of tender mushroom slices. As satin-smooth and brimming with mushroom flavor as any cream of mushroom ever ladled from her own saucepan. Why not make sure that *your* Annie, too, serves—

Campbell's Cream of Mushroom

Crêpe de Chine

Récital

F. MILLOT

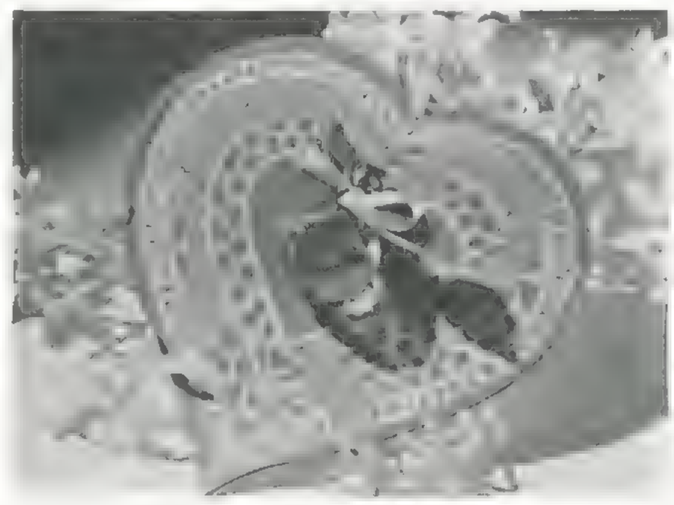
PARFUMEUR

NEW-YORK PARIS LONDON

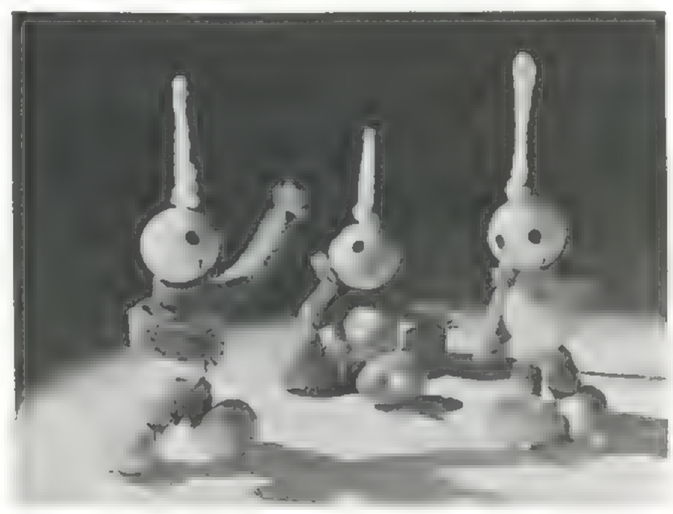
MADE, BOTTLED AND SEALED IN FRANCE

"I LOVE YOU" DEPARTMENT

Frances Denney makes two Valentine presents of nice sentimental inspiration. In the foreground is a box, looking like a packet of old love-letters, which holds a lipstick. The passionately engraved "tree-trunk" holds "You and I" eau de Cologne



Right to the heart (and such a delectably rococo heart it is) goes Helena Rubinstein's "Town" perfume. Quite the nicest way to cheer up a sentimental lady when February is doing its best to droop her spirits. Red, lacy, and very sweet-smelling



Our favourite character this spring is Kerk-Guild's "Tubby, the Diving Boy." Although made of soap and sponges, he falls with such ease into poses of adoration that we believe a loving heart beats within. Tubby is waiting for you at Lord and Taylor

VOGUE STUDIOS

Here, there, and everywhere, Fletcher and Annenberg of 551 Madison Avenue will send your heart's desire this bright red floral Valentine boutonnière, and, for added innuendo, attach to its stem one of Perc Westmore's famous Hollywood lipsticks

A famous powder in an *Enchanting New "Dress"*

What a distinctive embellishment to any woman's dressing table—this lovely new gold and yellow box containing Chiffon Powder: The powder which women of chic have known for years is one of the *most satisfactory* and *beautifying* powders money can buy—

All harsh particles are removed from Chiffon Powder, leaving it so light, smooth and "even-blending" in texture that it actually appears as the *natural* beauty of your skin. In fact, Chiffon is the lightest, *finest textured* powder possible to make, yet its amazing clinging qualities assure you a flower fresh, well-groomed appearance for *hours*.

You'll be delighted with the smooth, flattering finish—the *youthful glow* with which Chiffon glorifies even dull, sallow skin. Don't fail to buy a box today and *notice the difference:* In seven beautifully blended shades. $3 and $1 the box. Economically minded women will buy this lovely new $3 box because it contains so much more powder for your money.

CHIFFON CLEANSING CREAM

Just use Chiffon Cream *once* and you'll have to admit it's one of the finest creams you ever used to cleanse, soften and refine. Chiffon contains most effective cleansing oils blended into an *exceptionally* light, fluffy-to-apply base. And IT LEAVES NO GREASY RESIDUE. An ideal cleanser for every skin and *especially* beneficial for the fine grained, dry sensitive skin. $3, $1.75 and $1.

Other Primrose House Aids to Beauty

Dry Skin Mixture: Helps dry, flaky, thirsty skin to look smoother—more youthful. Created especially for the fine, extra dry skin. $10, $6 and $3.

Smoothskin Cream: For softening and lubricating a very young or average skin. Helps to give an enchanting petal smoothness. $3, $1.75 and $1.

Smoothskin Oil: A light vegetable oil to help soften and smooth dry, rough skin. Splendid massage oil for entire body. Never leaves skin sticky or greasy. $1.75, $1.

Skin Freshener: An excellent refreshing lotion to remove every trace of surface oil, and freshen the appearance of your skin. $5, $2 and 85¢.

Petal Bloom: A fine finishing lotion for face, neck, shoulders and arms. Especially blended so that it does not dry the skin or coarsen the pores. $1.50.

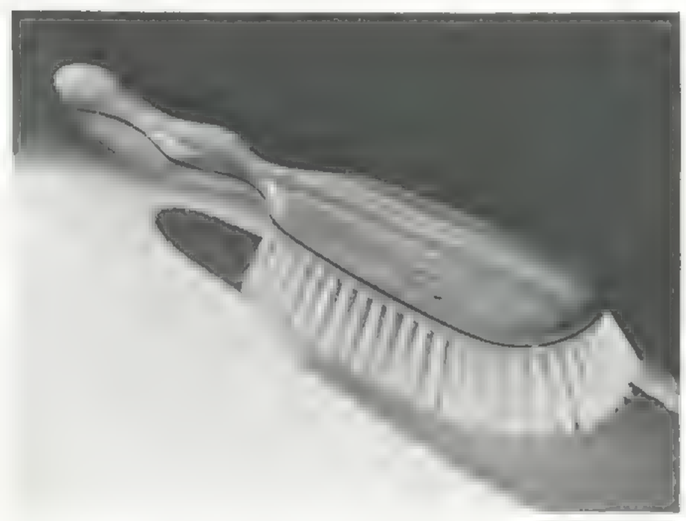
Also rouge, eye shadow and lipsticks in the smart and flattering Primrose House shades.

When in New York you are invited to visit our Fifth Avenue Salon and learn why our scientific Salon treatments with Primrose House Products are so outstanding. Primrose House, 595 Fifth Avenue, New York.

PRIMROSE HOUSE *Chiffon Powder*

HAIR DO'S AND DON'TS

A good general rule to follow is to brush your hair always *with* your wave. You go against the grain, otherwise, and produce a nice muddle. Pro-phy-lac-tic's Roll-Wave is a perfect combination of wave-preserver and thorough-brusher, with short bristles



Use a good, stiff (but not too stiff) brush for your hundred strokes. Always brush up from your scalp—no hammering down, which only gives your hair a glued-on look. Brush your bangs both up and down. London House's sturdy brush is made for such uses

Bend over to brush your back hair—using a forward, up, and over, movement. Also, don't miss your hair-line. Kent of London's Allure hair-brush, simple to work with, has removable bristles. A hidden perfumed pad leaves your hair fragrant and shining

VOGUE STUDIOS

If you have curls, brush each one separately with a thorough, rolling motion, so that it can fall easily in line again. (This takes both hands.) Ogilvie Sisters' diminutive Curl-Brush, with its slanting bristles, was designed for just such careful manipulation

Mrs. Ernest du Pont, Jr., popular in Delaware society, sponsors Wilmington's spectacular charity ball—the Society Follies.

Miss Bette Miller helped found the Kansas City chapter of Railway Business Women. The club's winter dance is a gala function.

Delaware Society Favorite—Kansas City Secretary

A Southerner, titian-haired Mrs. du Pont is very hospitable, and her historic old home on the Delaware is the scene of many gay social affairs.

Mrs. du Pont arrives by private plane at the airport near her New Castle home, looking fresh and unwearied after a quick shopping trip to New York.

—but BOTH follow the same famous Skin Care

QUESTION TO MRS. DU PONT:
Southern women are famous for their complexions, Mrs. du Pont. Do you have any particular method of skin care?

ANSWER:
"Yes. I don't believe in taking chances with my complexion—I always use Pond's 2 Creams. Pond's Cold Cream is perfect for cleansing my skin—keeping it soft and supple at the same time. And for powder base and protection against weather, Pond's Vanishing Cream is ideal!"

QUESTION TO MRS. DU PONT:
Do you feel that using 2 Creams helps keep your make-up fresh looking longer?

ANSWER:
"I'm sure it does! That's why, before powder, I always cleanse and soften my skin with Pond's Cold Cream and smooth it with Pond's Vanishing Cream. This gives my skin a finish that takes make-up so well it looks fresh for literally hours!"

QUESTION TO MISS MILLER:
When a girl works all day, Bette, is it hard for her to find time to take good care of her skin?

ANSWER:
"Not if she follows my system. It's quick, thorough—and economical! I just use the 2 Pond's Creams. First Pond's Cold Cream to get my skin really clean—give it the clear, 'glowy' look that I like. And then I never fail to smooth on Pond's Vanishing Cream for powder foundation—it seems to make make-up so much more attractive!"

QUESTION TO MISS MILLER:
When you're outdoors for hours at a time, don't you worry about sun and wind roughening your skin?

ANSWER:
"No—why should I? Pond's Vanishing Cream smooths away little skin roughnesses in only one application. I usually spread on a light film of Vanishing Cream before I go outdoors, too. Just for protection."

SEND FOR TRIAL BEAUTY KIT

Pond's, Dept. 11-CV-B, Clinton, Conn.

Rush special tubes of Pond's Cold Cream, Vanishing Cream and Liquefying Cream (quicker-melting cleansing cream) and five different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name_____

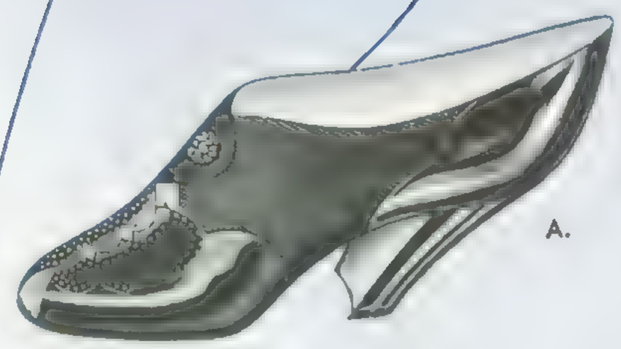
Street_____

City_____ **State**_____

Copyright, 1939, Pond's Extract Company

Off to work. After graduation from high school, Bette got a secretarial job in the Gulf, Mobile and Northern Railroad freight office.

Bette and her companion share the local enthusiasm for bicycling. So popular is this sport in Kansas City that traffic regulations became necessary!



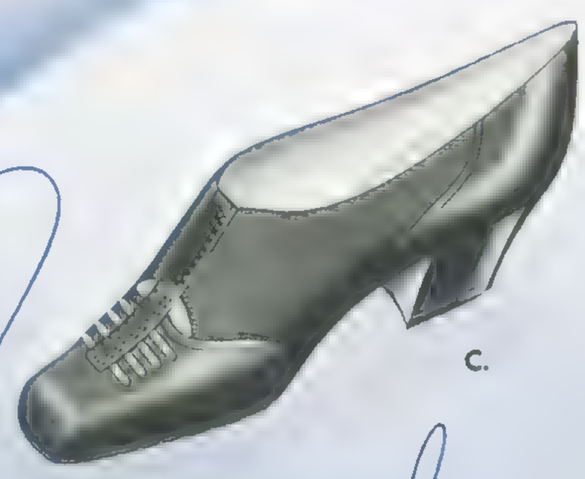
A.

Life can be your party

You can be a gay girl, a ready-for-anything play girl and "YOUR FOOTPRINT IN LEATHER"* can be the reason. It's a natural curve-for-curve copy of the bottom of your foot . . . the super-comfort feature MATRIX* hides in the sole of the prettiest shoes ever, to give feet that carefree feeling. Reason enough without all their good looks to make these your dream-shoes! E. P. Reed & Company, Rochester, N. Y. Matrix Style Studio, 47 West 34th Street, N. Y.

Your footprint in leather

B.



C.

Matrix originals

A. LEIGH: *Black patent, blue calf, white suede.*

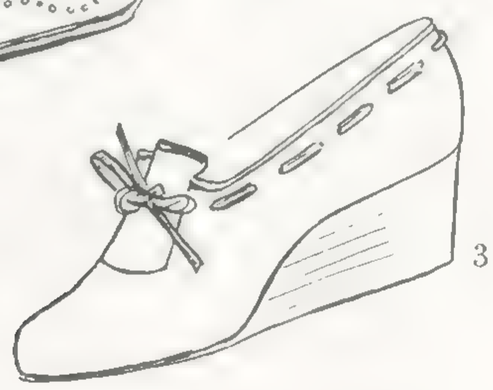
B. GAYETTE: *Black patent, blue or rustic-tan calf, white kid.*

C. CLAUDETTE: *Black patent, blue calf.*

Most Styles from $9.75 to $10.75
Slightly Higher Denver West and Southwest

*REG. U. S. PAT. OFF. E. P. REED & CO.

CAMEL-COLOURS FOR SPRING SHOES



TOWN TO COUNTRY:

Here are your spring shoes in shades of camel-brown to go with that all-important navy-blue, with grey, with beige...for town and country, by day, by night. (More on page 88.)

1. Grained calf Oxford, with a mud-guard. Arnold Authentic Shoe at Best
2. Leather-heeled calf brogue, welt-soled like your brother's. Shoecraft
3. Reversed calf shoe on (news!) a built-up leather wedge. In camel-colour to your order at I. Miller

FOR EVENING:

By night, you could wear these with grey or beige or blue; with lime-green or yellow or with white.

4. Hooded linen evening shoe, swathing your ankle. A Bally shoe
5. Suède sandal on a towering wedge—for dinner, late afternoons. Palter DeLiso shoe; Bonwit Teller

Glamourous Glorious Colors...

FROM THE LAND OF MAKE BELIEVE

Claussner
* KLEER-SHEER
Exquisite HOSIERY
*REG. U.S. PAT. OFFICE
WEAR-SEALED
For Those Who Like the Finest

Claussner's NEW *Fairyland Shades*

ELF
SPRITE
CINDERELLA
FANTASY
WITCHERY
GNOME

Glorious, glamourous, glad-to-be-alive shades to lend enchantment to the season's favored costume colors. Claussner's flattering, slenderizing "Wear-Sealed" sheerness . . . magic beauty . . . durability.

Take steps—today—to enter your own Wonderland of Leg Loveliness. Visit your Claussner dealer. Ask to see the beautiful new Fairyland Shades!

AT THE BETTER STORES AND SHOPS
85c to $1.65

Claussner Hosiery Company
INCORPORATED
GENERAL OFFICES AND MILLS: PADUCAH, KENTUCKY

LIPSTICK

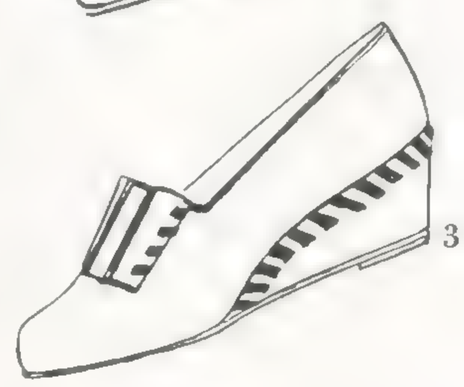
toujours Moi

"ALWAYS ME"

CORDAY

YOU'LL LOVE THE TWO NEW SHADES . . .
STARDUST PINK (BLONDE) . . . AND SPARK RED (BRUNETTE)

NEW CAMEL-COLOURS FOR YOUR TAILORED TOWN SHOES



Here are more of the camel-coloured shoes that you saw on page 87. You could add any of these to your shoe wardrobe for town.
1. Perforated crushed calf step-in shoe, with a fold-over tongue. Walk-Over
2. High-tongued, reversed calf step-in shoe, with darker trimming. This is from Altman
3. Calf step-in shoe on a wedge heel—with brown thong lacing. This is a Bally shoe at Altman

4. Classic calfskin opera pump with a built-up leather walking heel and the traditional perforations. Arnold Authentic shoe; Best
5. Crocodile opera pump, with a neat, tailored bow, a comfortable medium heel. Nice with your tweed suits. I. Miller has this
6. Lizard opera pump, with bands of suède and a sturdy walking heel. This is a DeBusschère shoe; you'll find it at Henri Bendel

Hands flower into more appealing loveliness with

"facials" for hands

created by Revlon

To help keep your hands soft, smooth, fair and appealing, your beauty salon now offers the Revlon **Hand Sculpture Manicure.** With the aid of fine hand massage creams and lotions created by Revlon, your manicurist helps stimulate circulation, "exercises" the hands . . . helps keep them "limber" and young-looking.

And to combat the problem of fragile nails that tend to dry out in cold weather, you can have the **Lactol Treatment Manicure** . . . created to help lubricate dry nails just as a fine facial cream tends to lubricate dry skin!

Ask your manicurist which Revlon "Facial" for hands is best for *your* hands and nails. With the **Hand Sculpture Manicure** or the **Lactol Treatment Manicure** . . . or a combination of the two . . . she can help make your hands flower into more appealing loveliness.

Smart women the world over who prefer Revlon Cream Nail Enamel for its longer wear, its 21 fashion-right shades . . . are now turning to their manicurists for Revlon's "Facials" for *their* hands.

Revlon

hand sculpture manicures
and
lactol treatment manicures

AT FINE BEAUTY SALONS EVERYWHERE

You will see this electric heater in Beauty Salons equipped to give Revlon Lactol Treatment Manicures

You will see this tray in Beauty Salons equipped to give Revlon Hand Sculpture Manicures.

Revlon Cream Nail Enamel . . . made of the finest ingredients obtainable, contains no acetone . . . won't cause splitting or cracking nails.

WINGS TO BEAUTY

DOMENICO VENEZIANO

Lovely ladies of long ago fortuitously have left us a record of their beauty. Today, with our streamlined knowledge of skin and its care, beauty lies within the reach of all, not just a favored few. Yet the tradition of beauty, like a golden thread woven in tapestry, records its changing nuances in each decade. What will tomorrow say of today's beauty ...your own tomorrow of your beauty? Lay hold on beauty...now...persuade and nurture it; guard and care for it. Entrust your very own beauty to these exquisite cosmetics created by Jacqueline Cochran, each one prepared for you with the consummate skill of modern science. On "Wings to Beauty" soar to the ecstatic heights reached only by that magic password...Beauty.

At cosmetic counters or direct from the Laboratory, Roselle, N. J. Ask for the "Wings to Beauty" booklet to guide you on the way.

JACQUELINE COCHRAN COSMETICS

Jacqueline Cochran Beauty Salons: 700 North Michigan Ave., Chicago, Ill. Deerpath Inn, Lake Forest, Ill. • Ambassador Hotel, Los Angeles, Cal.

©1940, JACQUELINE COCHRAN COSMETICS

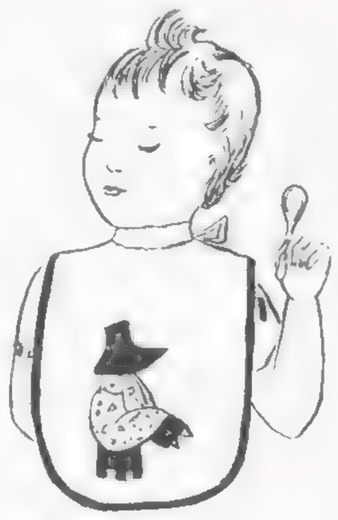
BEAUTY AND THE SHOP-HOUND

WITH our mind on beauty, our heart goes out to that fine little new shop called Togs for Dogs, at 435 Park Avenue. Here you meet the very choicest dogs buying their toys, spring coats, bibs, and other provisions. Custom-made tweed coats cost about $6.50, lined with Byrd-cloth for reverse wear on rainy days. And there is a very elegant collection of hand-sewn leather goods, which may be had to order. Hand-knitted sweaters are another specialty, though they can whip up almost any canine luxury that you can think of. A while ago, they made a mink coat, using the customer's own furs, for some very esoteric pup. There are all sorts of small doggy objects about, too...small beige fuzzy dogs with ferocious faces, playing sweet tunes because they have music-boxes in them; around $5. And a red paper Valentine with a puppy made of shells on it, for a trifle.

For your own beauty-and-valentine suggestion, there's an enchanting new Volupté compact, round and flat. The background is of white enamel, and almost the whole top is covered with a mammoth red enamel rose. This is yours on payment of about $1.50 to Nat Lewis, 409 Madison Avenue.

Your best beau, or even you yourself, might crave the cultured pearl studs and cuff-links at Brooks Brothers, Madison Avenue. Certainly you will like the price: about $10 for the links, about $7.50 for each stud, set in gold. And if you are feeling much more elegant and expensive, they can order them for you, with black culture pearls. Ted Peckham, now turned designer, is responsible for these.

If you have ever been in Vienna, or Carlsbad or Berlin or Prague, you have probably heard of the linen house of E. Braun and Company. Now they are in New York; 665 Fifth Avenue, to be exact, and the same fine sorts of linens and laces are here with them. When you first see their wares, laid out on antique tables, you might think that all of the prices are prohibitive for a young home-owner, and some of them are. But an organdie tea-cloth with four napkins costs only about $12.50, and is beautiful—sheer white, cross-striped with pale blue, green, pink, and yellow lines, like a handkerchief. All sorts of elegant sheets, one pattern with thin coloured satin stripes at the hem. Many linen pieces, pillows, et cetera, are trimmed with lace, dyed to match the fabric perfectly. The prices match your purse nicely, too.



Aside from the beautiful children's clothes at Toby, 714 Madison Avenue, you may find such inexpensive little treasures as this "Collabib." This is made of terry-cloth, bound in red, with an appliqué lady of flowered cotton for decoration. The main point of it, though, is the collar, which prevents cereal from gliding down on top of the dress. Plain, hand-appliqué, and machine-appliqué styles, all sell for well under $1.

The Novelty Button Works have instigated a most humane service for people who lose their buttons. They will cover buttons with materials to match your dress, and are almost sure to have the material themselves, because they keep samples of almost all known fabrics. It's a wonderful help, too, if you make your clothes at home. Just send a rough sketch of the size and shape of button and buckle that you want, and a cutting of the material to cover it in. Buckles cost about fifteen cents each, buttons around fifteen cents per baker's dozen. When you write for them, send to 543 Eighth Avenue. (Continued on page 92)

THE SCISSORS SILHOUETTE

breasts high and separated
waistline intriguingly slender
hips trimly tailored

Beauty is as beauty does

...and today "does" means going places and doing things gracefully. Formfit gives you the "Scissors Silhouette"—but also such ease of movement that you feel and look "corset free". All Panel-Art foundations have been inspired by Madame Elsa Schiaparelli and each garment bears her personal label of approval, your guarantee of fashion rightness. Sold at all the better shops and corset departments.

PANEL-ART
FOUNDATIONS BY
Formfit
$7.50 TO $18.50
INSPIRED BY SCHIAPARELLI

MADE BY THE FORMFIT COMPANY • CHICAGO • NEW YORK

UPSTART

Did you say SUITS? Vogue

Then it's Wimbledon HATS for spring

$5

LARK

For a fur felt hat will always be your suit stand-by. Wimbledons have a witty something that adds spice to your tailored clothes. Ten new styles in fresh spring colors.

Other Wimbledons $5.95

Sold at leading stores in the U. S.—Distributed in Canada by Piko Hat Co. Montreal

OFFICES—2 PARK AVE., WHOLESALE SHOWROOM—711 FIFTH AVE., N. Y.

BEAUTY AND THE SHOP-HOUND

(Continued from page 90) The bangle at the left is for Valentine, and also for your pocket or lapel. The charms hang from two pins of gold metal, on a goldy chain. The hearts themselves are made of red enamel, mixed with wedding-rings, and a key. The price of the whole affair is only about a dollar. For this same price, there is a charming bicycle of white and red enamel, with gold-coloured touches. And there is a thick necklace dripping with fat red hearts, tied on a red cord. This costs $2. All of these are at the little accessory shop, Lederer de Paris, at 711 Fifth Avenue.

To make you beautiful and trig, there is a new little hand-sized electric presser that is a life-saver to fading pleats and creases. This object is composed mainly of a businesslike pair of bakelite jaws (insulated), which slide along the material biting gently but firmly until there is a nice crease. It's so small that it's very convenient for getting at unattainable places, such as hat brims, tiny ruffles and pleats. It does its work on either AC or DC current. The price, including a cord, is in the mere $1 neighbourhood. You buy it at the Can-Dle-Luxe Shop, in the Madison Avenue neighbourhood, number 542. Just ask for a Press-Rite presser.

And further to aid your dress appearance, we recommend D. Blum's Difficult Spot Remover, a real wonder lotion, as we can testify. Many people feel queasy about spot-cleaning their dresses at home, but this has really done the trick for us. And it takes off lipstick stains, too—unless they have become too deeply worked into the fabric. It is also a True Aid in cleaning the hem-line of dresses that have been lengthened. About seventy-five cents for a pint bottle. You can buy it at the gift shop of Mary Tripp Hemphill, 739 Madison Avenue. Incidentally, this shop is a very attractive little spot.

The glasses in the photograph below would be regular high-ball glasses except for the rather startling fact that they are for playing roulette, as well. In the base of the glass is a ball which whirls around at your will, and settles into little glass grooves cut out for the purpose. These are marked off with red and black numbers. You can have them with four aces painted on the side for about $28, or $22 with no decoration. Or you may have them with your monogram if you like. Whichever way you want them, you'll find them at Ovington, Fifth Avenue and Thirty-Ninth Street. So drink up and spin the wheel, and we hope you have very good luck.

VOGUE STUDIOS

And for your beauty sleep, you might try wafting yourself out of this noisy world, with your ears muffled by Nods. These new ear-plugs are very comfortable, made of a porous latex with wax at one end only. You can shape them slightly to your own needs, so that they fit securely. They don't cut out every *bit* of noise, but you can just barely hear the alarm-clock, which makes them a triumph as far as we are concerned. They come three pairs in a box, for about $1. At Lewis and Conger's Sleep Shop.

At the little flower shop called Flower Fashions, they have fashioned a charming valentine corsage in the shape of a small fat heart. The centre is of pink Kalenchoe blossoms, fringed around with equally pink sweet-peas. The stems are tied with three very small pink and blue bows. Around $2, at 957 Park Avenue.

It's a FAIR question:

WHAT'S THE PROPER BEAUTYQUETTE?

At all beauty counters.
$1.00, 50¢, 25¢.

Queries by America's Legion of Lovelies

Answers by JANET PARKER

WOODBURY BEAUTY CONSULTANT

Janet Parker, Beauty Consultant of the Woodbury staff, receives scores of letters daily asking help and advice about the care of the skin. Here are a few of such questions —and her answers:

Q. **I have an everyday,** dull sort of skin, Miss Parker. I want the kind that makes people say "Ah!".

A. **To create more thrilling beauty** use the cream that will cleanse *safely*, lubricate *thoroughly* and invigorate. Woodbury Beauty Cream is the only cold cream I know that *combines* these three vital services. It cleanses *safely*—because it's germ-free; it smooths as it lubricates—its fine oils liquefy at skin contact; it invigorates—contains a skin-invigorating Vitamin.

Q. **Removing make-up irritates** my skin. Can you suggest a way that will leave it soft and fresh?

A. **That's the work** of a gentle cleansing cream. Woodbury Cleansing Cream liquefies at the touch of your skin. With its germ-free purity, it flushes out the dirt, leaves your skin clear.

Q. **I'm a dry skin woman**—with little time for elaborate facials. What can I do about dryness, at home, and in a hurry?

A. **After your bedtime cleansing,** apply Woodbury Tissue Cream, generously. Leave it on overnight. This cream is rich in emollient oils, helps skin grow soft and supple. The Tissue Cream contains a Vitamin that helps wake up life in the skin. The purity ingredient, too, for beauty's safe conduct.

Q. **This bothersome make-up business!** I have such a time to get my rouge on smoothly. My powder won't stick . . .

A. **Make-up is an art.** You need a smooth foundation to help it blend well. Woodbury Facial Cream does this to perfection. Dab it on nose, cheeks, chin, brow. Smooth it in. You'll find your make-up goes on evenly and clings longer. This cream of germ-free purity helps keep skin dewy-moist.

Q. **I'm a college girl with unattractive skin.** Can you suggest a few beauty aids that will put my skin in the clear?

A. **Definitely**—the 4 Woodbury Creams! They should help you win two bids to every prom. The Woodbury Creams, made by skin scientists, call forth your skin's youthful bloom.

If you have complexion problems you'd like help in solving, write to Janet Parker, care of John H. Woodbury, Inc., Alfred Street, Cincinnati, Ohio.

WOODBURY CREAMS

MADE TOGETHER . . . TO WORK TOGETHER

TO MAKE YOU MORE BEAUTIFUL

New . . . .

MIRACLE LIPSTICK FROM HOLLYWOOD

The one screen stars use to give their lips that satin-textured "million dollar" look

Virginia Gilmore, appearing in Samuel Goldwyn's "The Westerner," starring Gary Cooper

THRILLING NEWS! All the exciting glamour of real screen star lips now ready and waiting for YOU! An utterly new and different kind of lipstick performs the miracle! A lipstick that BRUSHES clear, cream-oil color INto your lips, instead of piling a heavy, waxy coating OVER them! It's the studio method. Hollywood make-up men discovered it in their search for breath-taking beauty ordinary blunt lipstick couldn't give.

Luscious New Texture!

This exciting new lipstick actually can give YOUR lips the same perfect outlines, the same *finely* textured, bright-brushed-satin effect that makes screen stars' lips look so free from lines and creases . . . so smooth . . . so fresh . . . so young . . . so positively luscious!

And oh! how lasting! Because of the unique combination of concentrated cream-oil color brushed right INto your lips, the gorgeous color seems to become an actual, living part of them. It lasts, and lasts . . . and LASTS!

Quick . . . Easy To Use!

This thrilling new lip make-up is called CINEMA SABLE. It's a self-feeding lipstick having a special sable brush, and filled with cream-oil color in your favorite shade. To use, simply slip off the cap and apply. The color flows up through the center of the brush as you need it. It's as easy as that to have "million dollar" screen star lips!

Too Important To Wait For!

This startling new beauty is tremendously important to YOU. Don't even think of waiting until your present lipstick is used up. Get CINEMA SABLE today! Seven new, smarter shades. It's a dollar . . . refills only 35c.

● *Gold Plated.....$3.50 Silver Plated.....$2.50 Ebonite (illustrated)....$1.00*

CINEMA SABLE

Protected by Patents and Patents Pending

If you can't get Cinema Sable at your local store, send dollar bill. Make a mark on your letter with your favorite lipstick and we will match the shade. Associated Distributors, Inc., 30 W. Hubbard St., Dept V-2, Chicago, Ill.

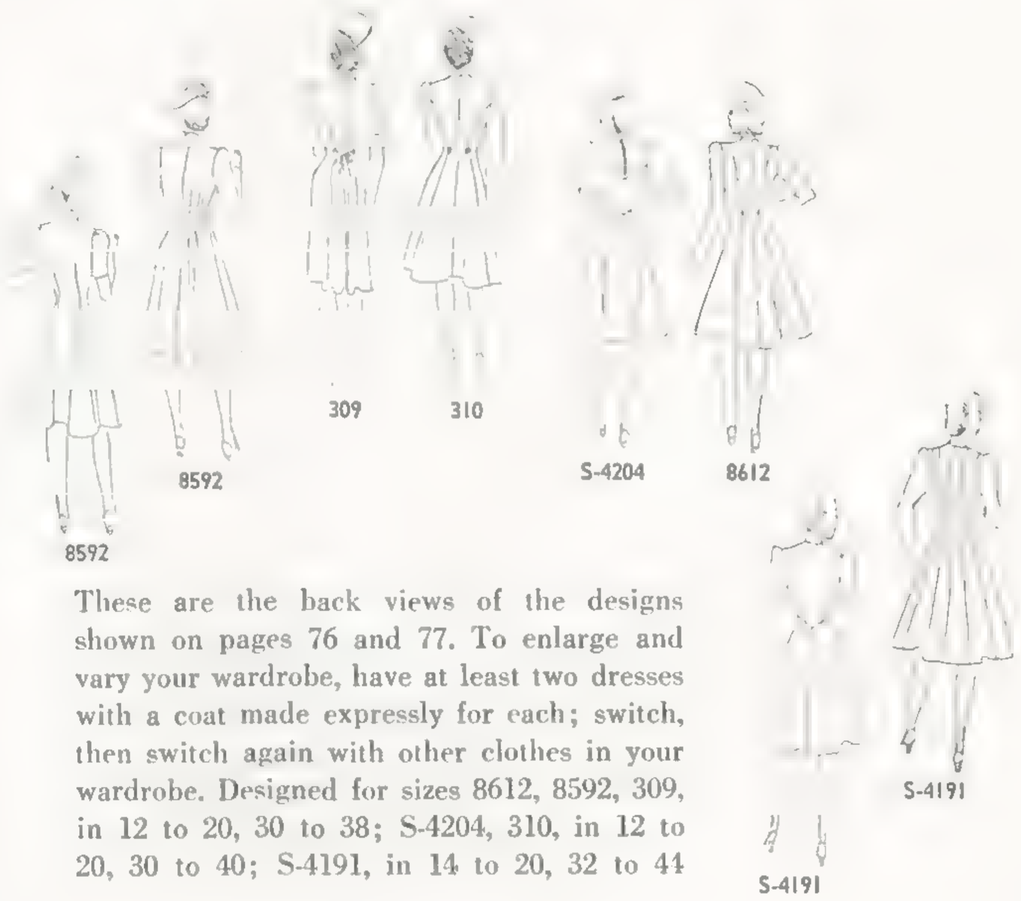
THE HOLLYWOOD LIPSTICK

HOW GOOD A SHOP-HOUND ARE YOU?

HERE you have the answers to Shop-Hound's quiz on page 80 of this issue.

1. Wool that has never been made up into any fabric before.
2. Rayon, since it can be woven in almost any finish and texture, and combined with many other yarns.
3. Ram's, of course.
4. Balenciaga; you must know by now that he's that Spanish designer.
5. All but Molyneux.
6. By thread.
7. No, a "thread" is a definite measurement of thickness. One and a half threads mean the equivalent of one and a half times this measuring unit.
8. Queen Elizabeth of England.
9. Vellum is smooth-surfaced like parchment; laid paper has almost imperceptible little parallel lines running through it.
10. Rag paper.
11. The passing of petticoats. One paper company we know used to send around a special petticoat collector to pick up old ones, to use for their papers.
12. No, die-stamping means that a deep impression is made on the paper by a metal plate.
13. There are only four: diamond, emerald, ruby, and sapphire.
14. A measure for gold, giving its proportion in an alloy; also a unit of weight for precious stones.
15. Square, emerald, baguette, and marquise cuts are the most popular now.
16. These are all names of laces.
17. Measuring from the base of the thumb seam, count up the number of inches to the desired length of the glove. If four inches, ask for a four-button glove; if three, three button, et cetera.
18. (a) Pre-shrunk to prevent shrinkage of more than a ¼-inch to the yard in either direction. (b) Typewritten by electricity. (c) Made antiseptic and odour-resistant. (d) A treatment given to hams only. (e) Non-wrinkle finish. (f) This keeps crisp fabric crisp.
19. (a) A silver with 925/1000% purity. Pure silver is most unmanageable. (b) Gold.
20. (a) Rabbit. (b) Sheared sheep. (c) Freakishly pale offspring of silver or blue fox parents. (d) Muskrat, dyed and sheared.
21. Racoon.
22. Palter DeLiso shoes, Aris gloves, Sally Victor hats, Leo Glass jewellery, and Vassar corsets.
23. Helena Rubinstein, and (more recently) Dorothy Gray.
24. Elizabeth Arden's Maine Chance (near Belgrade, Maine).
25. No. They are extinct birds. No mo' moas.

DESIGNS FOR DRESSMAKING



These are the back views of the designs shown on pages 76 and 77. To enlarge and vary your wardrobe, have at least two dresses with a coat made expressly for each; switch, then switch again with other clothes in your wardrobe. Designed for sizes 8612, 8592, 309, in 12 to 20, 30 to 38; S-4204, 310, in 12 to 20, 30 to 40; S-4191, in 14 to 20, 32 to 44

VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 102.

LONDON SPOT-LIGHT

(Continued from page 54) those other, brighter worlds that music conjures. We see theatres booming; five separate Ballet companies in full *fouettée;* cinemas overflowing (audiences finding "The Women" too crude, and Guitry's "*Remontons les Champs-Élysées*" too subtle, and one and all clamouring to see "Gone with the Wind"); and every one dancing—dining now being less of a pleasure, since rationing complicated our lives. We see some surprising changes, such as the crimson-and-gold grandeur of the Opera House taken over by Messrs. Bertram Mills and Butlin, who plan a dance-hall de luxe in these sacred precincts. (Oh! shades of the Valkyrie, echoes of Gigli!)

QUEEN MARY GARDENS

We see that adored figure, Queen Mary, appointed Colonel-in-Chief of a Tank Corps; and we see, with fond amusement, how that redoubtable and great lady has stirred up the West Country. Since the outbreak of war, Queen Mary has been staying with the Duke of Blank, at Blank Castle, in Blankshire. (That is a sop to the censors.) But her tireless energy and unflagging interests have found little outlet in the depths of Blankshire. When she had exhausted the antique shops of neighbouring cathedral towns and the shopping possibilities of Woolworth's, and visited all the historic houses and monuments within miles, there came a moment when those who knew and loved her best feared that Queen Mary might find country life palling.

But happily, horticulture has now absorbed the Royal energies (almost to the exclusion of antiques). The formal beauties of the gardens of Blank Castle are justly famed, and will be more so, by the time Queen Mary is through with her reforms. No single weed, no straying blade, no wanton bloom escapes the Royal and eagle eye. Gardeners wilt before the Royal onslaught. Always an early riser, Queen Mary is often out and about the grounds at crack of dawn, snipping here, pruning there.... Nor does her interest confine itself to the gardens of Blank Castle alone. The impressive maroon-coloured Royal car is sometimes seen bowling up the drive of some neighbouring house, unheralded. Almost before the host and hostess can be found to welcome her, Queen Mary is out of the car, armed with *sécateurs* and trowels, and, accompanied by a flagging lady in waiting, tours the gardens with Royal thoroughness and stamina, snipping here, pruning there.... In her, we see a wonderful and much-loved figure.

We see photographer Margaret Bourke-White (Mrs. Erskine Caldwell) pausing here on her way across Europe to the Balkans, where she will trail the news until the threatened spring offensive sees her on the Western Front, as the only woman reporter. This breathless, vital, dashing creature paused just long enough to snap some *evacuées,* some London streets by moonlight alone, and to acquire a shaggy dog and some new clothes from Fortnum and Mason, where she ordered wool and tweed suits and top-coats, all with their own slacks to match, her solution to the unusual problem of *what to wear in the trenches.*

We see the absurd, toy-like, yet functional Velo-car that Mrs. Tania Sharman imported from Paris, to beat the petrol-rationing. This natty contraption, a six-geared two-seater, is all run by pedaling—a sort of armchair-bicycle-made-for-two.... We see June Capel, Lady Westmorland's daughter, riding a motor-bicycle intrepidly, but most civilian women content themselves with sedate push-bikes, while waiting for the new, docile motor-bikes that are to come on the market soon.

We see many meetings and hear much talk concerning the quality of entertainment given to the troops. We see the Vic-Wells Opera Company packing up to tour the front line and bring welcome classics to troops surfeited on Pierrot-troupe-folderol-ery. We see Bea Lillie *not* entertaining them with her Noel Coward number about a *Marvellous* Party. We see Gracie Fields never off that top note, going over big. We see big, noisy, sexy shows, such as "Black Velvet," with Vic Oliver, playing to full houses, and audiences applauding a new name, Gabrielle Brune, who sings Cole Porter's "Gentlemen Don't Like Love" with great gusto. This putty-nosed, slant-eyed charmer has all the bold-as-brass technique of the old-time music-hall *artiste*—a smash-and-grab personality turn that brings down the house twice nightly.

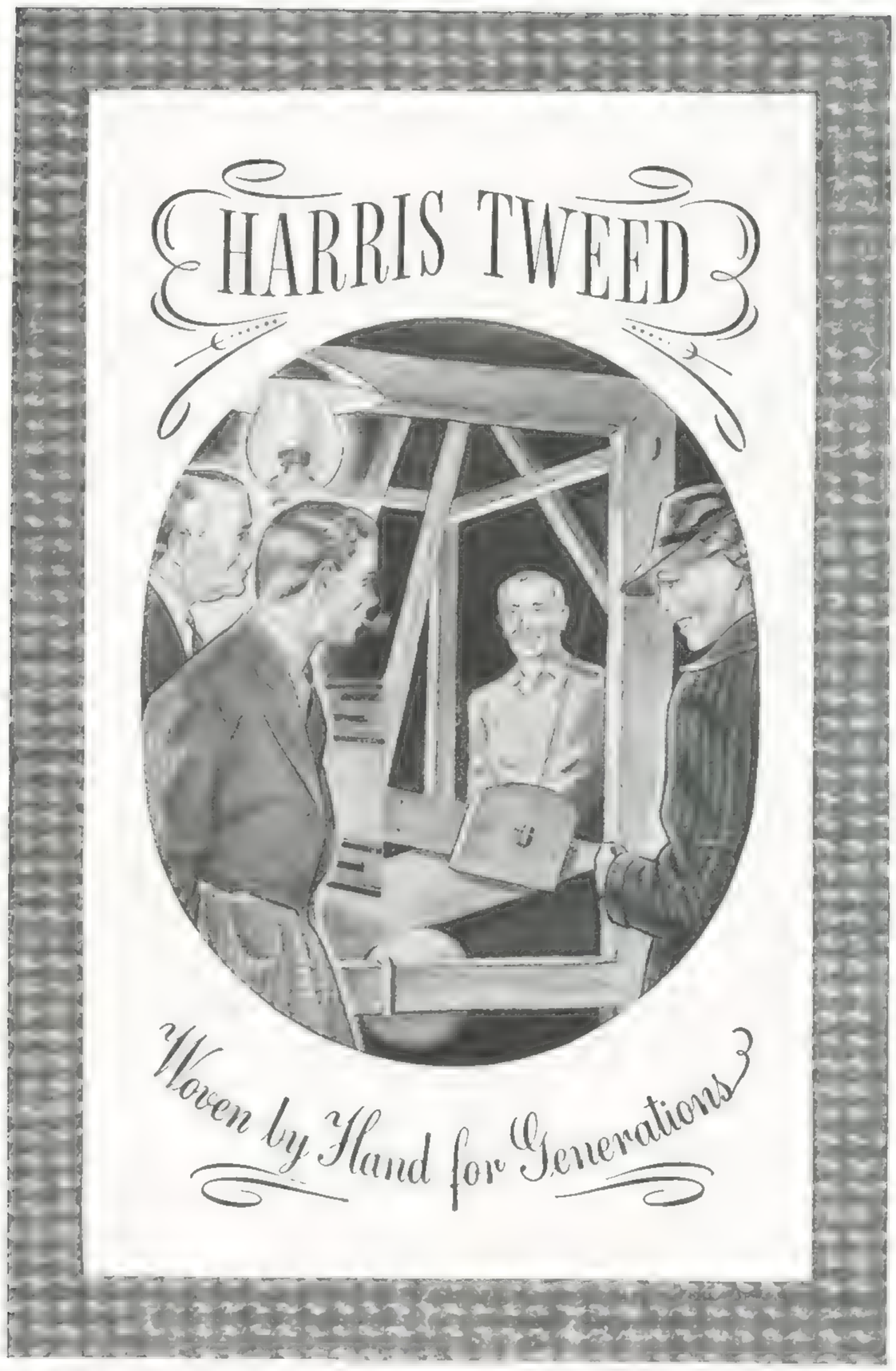
NEW FACES, NEW PRODUCTIONS

We see Reginald Beckwith, playwright, actor, and producer, playing Hans Zedesi the Dictator, in Terence Rattigan's new play of that name. His party cry is "Oop Zedesi!"; his realm "Moronia," where the coinage is a *stigma.* Beckwith's own sombre play, "Boys in Brown," which deals with prison reform and juvenile crime, is due in London about now. Meantime, he is known for his diverse talents: his playing of Lord Alfred Douglas, in "Oscar Wilde;" his florid, flurried *evacuée,* in the Gate Revue, all banana skins, hiccups, and lockets; and his famous strip-tease turn.

We see the finest production in London given by the newly-formed Actors' Company, at the Rudolf Steiner Hall, a dank, draughty, ungracious, plushless setting for so admirable a venture. They kicked off with Alec Guinness' adaptation of Dickens' *Great Expectations.* George Devine's production was meticulous, with low-keyed dark shadows, and that sinister, yet rollicking note peculiar to Cruickshank and Dickens. Martita Hunt's crazed, macabre Miss Haversham was a *tour de force.* Every Freudian tangle seems knotted into that tragic figure in her tattered wedding-gown, forever brooding over her cobwebbed wedding-cake, among the fusty shadows of her solitude. Her red, weeping eyes rolled wanly in her vague, misty face...even her few faltering steps were wooden, rusty struttings, as if heavy with undigested funeral baked-meats. We see Marius Goring, perhaps the finest young actor of today, as Pip, his sullen, seducing good looks allied to a faultless technique, acquired in part by his years spent with the Compagnie des Quinze, in Paris. It is his voice which raves to us, over the air, as Hitler, in the B.B.C.'s "Shadow of the Swastika" series.

Quality in the custom tradition . . . styled to "win friends and influence people." Many are of famous Botany fabrics. Duchess linings. At one fine store in each city. For the name of yours, write

SYCAMORE COATS, 326 W. Adams St., Chicago



SIXTY MILES west of the mainland of Scotland lies a group of small, rocky islands known as the Outer Hebrides. This is the only place in the world where Harris Tweed is made.

Blessed with infinite patience, the Hebridean has the ideal temperament for a skilful weaver. Since the making of Harris Tweed is the chief means of support on the Outer Hebrides, the Hebrideans are intolerantly proud of the fabric's character and beauty.

Every yard is woven from the superior virgin wool of Scottish sheep in the traditional Harris Tweed colors and patterns, as well as in fashionable new designs. It possesses a rugged character and native beauty that will serve you well—and long.

Harris Tweed apparel is famous throughout the English-speaking world. Look for the Harris Tweed label in the garment. Look for the Harris Tweed registered trade mark stamped on the cloth—it may only be applied to tweed woven by hand at the homes of the crofters and made entirely in the Outer Hebrides.

ISSUED BY THE
HARRIS TWEED ASSOCIATION, LTD.
5 Coleman St., London, E. C. 2, England

TWINS: YOU AND YOUR DAUGHTER

To feel young—to make your daughter feel gratifyingly grown-up—dress as she does. Your suits: these British-looking ones of grey flannel. Alike, too, the navy-blue tam-o'-shanters. All; Lord and Taylor

Your duplicate dresses: of military-blue sheer wool, scalloped at the neck-lines and down the fly-fronts. Perfect duet for both of you to wear now and carry over into spring. Bonwit Teller has them

Coats to match: of bright blue tweed, with the big patch pockets that have come to the fore this season. Twin hats of navy-blue felt. See, too, how you can each make a fine costume with the dresses above. All; Best

TURNS WITH A GOURMET

THESE days, when you ask people in for a drink at a moment's notice, it is a sound idea to have the materials for easy-to-make canapés always on hand. They not only make the drink more pleasant, but spare you any reproachful looks from your cook when you say, "...and make some canapés, please. The people will be here in a few moments." Simple ingredients do very well for these impromptu bits, and we have discovered two new ones recently that you may like to add to your repertoire.

One is Underwood's Pâtefoie. This doesn't pretend to be made of goose liver, but it is very good in and of itself and has the virtue of being inexpensive. One nice way of utilizing this for canapés is to spread it on buttered, crustless bread, roll the slice of bread, cut it in two or three pieces, and brown the little rolls under the flame. If you pass these in one of those rolled-top silver hot-water dishes, they give the impression of being a *spécialité de la maison*, not an emergency measure.

The Pâtefoie is also a very fine spread on a round of toast that is the base for a neatly poached egg. The Underwood Company, which makes the Pâtefoie, is the same Underwood which made the country deviled-ham conscious.

A second canapé spread, new to us and inexpensive, is a salmon paste known as The Chef's, which comes from Norway. You can use the same toast-roll technique for this, adding a sprinkling of fresh pepper from your pepper-mill. Or sauté rounds of toast in butter, drain them, and spread them with the salmon paste, with a drop of lemon-juice added; top them with a bit of watercress. Look for these canapé ideas in grocery stores and food shops.

Those who love Crêpes Suzette in their blaze of glory, but who believe that they have to be prayed over by a maître d'hôtel before they can be served for dessert, will be pleased to hear of their appearance in jars, complete with sauce. They are excellent, too. We had them for dessert after a royal meal at Versailles, taken from their jar and prepared before our eyes by the chef, Alfred La Grange, who puts up these Crêpes Suzette.

If you want to make a to-do about serving the Crêpes at home, you can get one of those burners that are used in restaurants and do the mixing and blazing at the table, or on the sideboard for after-theatre supper. But the cook can do them with the greatest of ease in the kitchen. A little fresh butter is first melted in the pan (any kind of pan, except of black steel; and if you have one of those fine copper pans, you can use it both for cooking and serving the Crêpes). Then, the rolled-up Crêpes, with their sauce, are put in the pan and allowed to come to a boil, then basted over a slow flame. Two and a half tablespoonfuls of brandy are added, and the sauce is lighted with a match and allowed to blaze for a minute (no more), while the pan is gently shaken. The timing should be arranged so that the Crêpes can be served immediately.

You can find the jars of Crêpes Suzette in many of the specialty food shops, or you can order them direct from Crêpes Suzette, Inc., at 151 East Fiftieth Street. One jar provides an adequate amount for four people, or a generous amount for three, and is a conversation-piece for any number.

Another innovation in desserts we encountered recently was French vanilla ice-cream served with cherries that had been soaked in brandy. Ferret-like, we asked our hostess how she got such big, fine cherries, so thoroughly impregnated with brandy. She gave all the credit to Nata Lee who puts these Bing cherries up in brandy and sells them in jars of different sizes. They are delicious by themselves or with the ice-cream, and they lift a simple custard to an epicurean level. Like all the Nata Lee things, they come in those cheery boxes that make them look so gift-like, and they would be nice to send to some one in the hospital—provided the patient was up to a dash of brandy. Nata Lee is at 1046 Madison Avenue.

If you are the type of gourmet who loves to delve into the culinary lore of other countries, a veritable world's tour of eating awaits you in the *World-Wide Cook Book*, written by Pearl V. Metzelthin. They claim that there are five hundred and eight recipes from seventy-two different countries. Madame Metzelthin must possess perseverance, as well as devotion to food, because it took her twenty years to get this material into book form.

There are no American dishes in the *World-Wide Cook Book*, since its purpose is to introduce new material for American menus. But all the ingredients are available in this country, and the measurements are given in terms your cook can understand. It isn't possible to give more than a general idea of such a redoubtable array of recipes, but we picked a few favourites for immediate use—the almond croquettes from Portugal; the breast of veal with Belgian endive; the Russian *kasha;* the chestnuts with whipped cream, from Italy; the chicken soup with avocado, from Mexico.

The introduction to each chapter provides a fascinating insight into the eating customs of the different countries, and, at the end of the book, there is a priceless source list of shops that can provide you with any foreign ingredient referred to in the recipes.

The *World-Wide Cook Book* is published by Julian Messner, Inc.

BERTINA FOLTZ

ACKNOWLEDGEMENT

The masks on pages 60 and 61 were loaned to the Brooklyn Museum by the following: Peabody Museum (of Archeology and Ethnology), Cambridge; The Swiss Pavilion, New York World's Fair; American Museum of Natural History; Kenneth MacGowan; Belo-McPhee Collection, American Museum of Natural History; University Museum, Philadelphia

A HUSBAND LEARNS ABOUT

Fine Cocktails

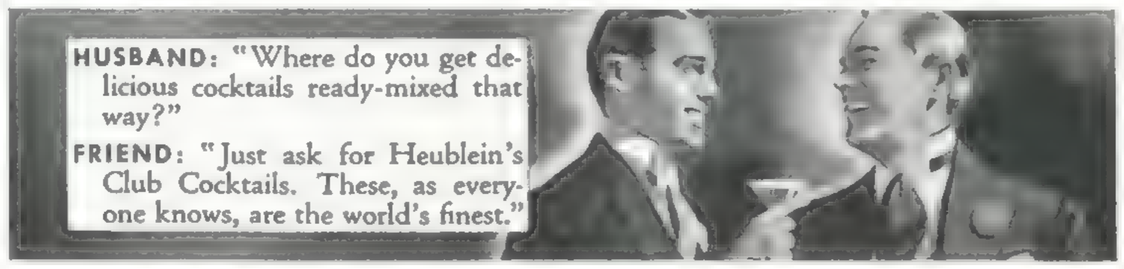
AND MARRIAGE!

HUSBAND: "Why are your Manhattans invariably so smooth and mellow?"

FRIEND: "I'll tell you. The Manhattans I serve are properly 'married.'"

HUSBAND: "What do you mean, 'married'? Explain yourself."

FRIEND: "Well, best cocktails, like rare champagnes, are blended and ingredients allowed to 'wed' thoroughly in bottle."



IF YOU ARE ACCUSTOMED to the enjoyment of the exquisite cocktails served regularly in society's smartest rendezvous, you will be equally delighted with the distinguished quality and flavor of Heublein's CLUB COCKTAILS.* Your sophisticated taste will verify the fact that these ready-mixed cocktails do possess, in full, delicious measure, the same high excellence as those blended habitually by the world's ablest bartenders.

**What isn't used from an opened bottle keeps indefinitely.*

Heublein's THE CLUB COCKTAILS

*JUST STIR OR SHAKE WITH ICE

DRY MARTINI (71 proof)
MARTINI (Medium Sweet 60 proof)
MANHATTAN (65 proof)
OLD FASHIONED (80 proof)
SIDE CAR (60 proof)
DAIQUIRI (70 proof)
BRONX (60 proof)

G. F. HEUBLEIN & BRO., Hartford, Conn.

HEUBLEIN of HARTFORD Since 1875

Notable dresses, that never ask your age, that make you what you really are, a gracious, sophisticated, busy woman with young ideas. Ask for these "Lady Executive" fashions — you'll know them by their label. ABOVE, No. 133. Button-down-the-front, white pique notch collar and facing. Box-pleated skirt. Sizes 18 to 44, under $20. BELOW, No. 737. Jacket dress with white pique trim. The dress has white pique cord neckline trim. All pique trimmings are detachable. Sizes 16 to 42, under $25. Both fashions in navy or black.

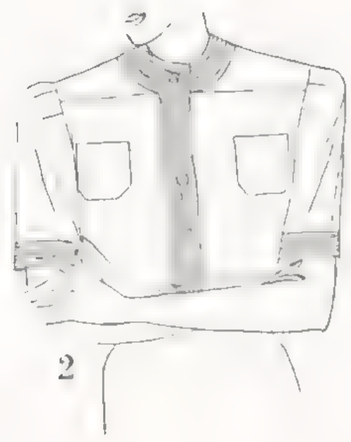
*Reg. U. S. Pat. Off. Fashions Reg. U. S. Pat. Off.

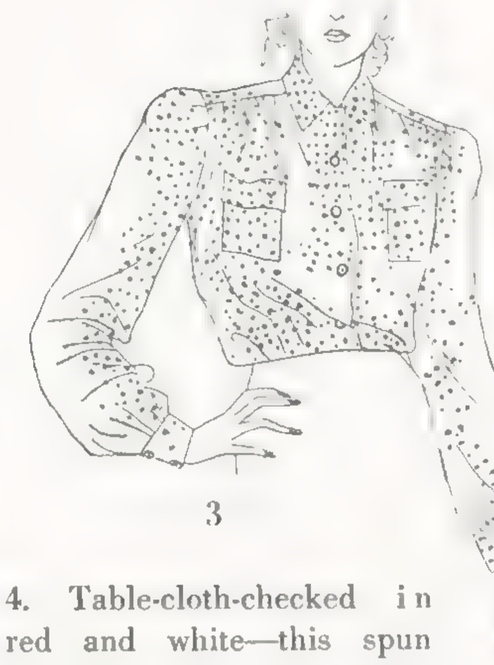
Allentown, Pa. . . . . Hess Bros.
Austin, Tex. . E. M. Scarbrough & Sons
Baltimore, Md. . . Hutzler Bros. Co.
Birmingham, Ala. . . Burger Phillips Co.
Boston, Mass. . . . Chandler & Co.
Charlotte, N. C. . . . . Efird's
Chattanooga, Tenn. . . . . The Vogue
Chicago, Ill. . . . . Mandel Brothers
Cincinnati, O. . . . . Jenny, Inc.
Cleveland, O. . . . . Higbee Co.
Colorado Springs, Col. . . Gidding's
Dallas, Tex. . . . . La Mode, Inc.
Dayton, O. . . . Elder & Johnston Co.
Denver, Col. . . . . Neusteter's
Des Moines, Iowa . . Norman Cassiday
Detroit, Mich. . The J. L. Hudson Co.
Duluth, Minn. . . . . Oreck's
El Paso, Tex. Popular Dry Goods Co. Inc.
Harrisburg, Pa. . . . Bowman & Co.
Houston, Tex. . . . . Hahlo's, Inc.
Kansas City, Mo. John Taylor D. G. Co.
Los Angeles, Cal. . . J. J. Haggarty's
Louisville, Ky. . Stewart Dry Goods Co.
Montgomery, Ala. . . . . Al Levy's
Morristown, N. J. . . M. Epstein, Inc.
New Brunswick, N. J. A. Wolfson's Sons
New Orleans, La. . Maison Blanche Co.
Newark, N. J. . . Kresge Dept. Store
Oakland, Cal. . . . . Roos Bros.
Pittsburgh, Pa. . . . Joseph Horne Co.
Plainfield, N. J. . . . . Tepper Bros.
Richmond, Va. . Miller & Rhoads, Inc.
St. Louis, Mo. . . . . Sonnenfeld's
St. Paul, Minn. . . Schunemann's Inc.
San Francisco, Cal. . . . . Roos Bros.
San Jose, Cal. . . . . Roos Bros.
Sioux City, Iowa . . . . . Fishgall's
Syracuse, N. Y. . . . . The Addis Co.
Tulsa, Okla. . . . . Seidenbach's
Washington, D. C. . . . . Pasternak's

For names of stores in other cities, write LADY EXECUTIVE, 1400 B'way, N. Y.

SPRING BLOUSES

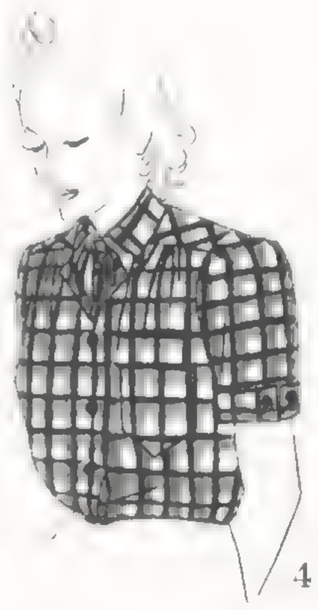
1


2


3

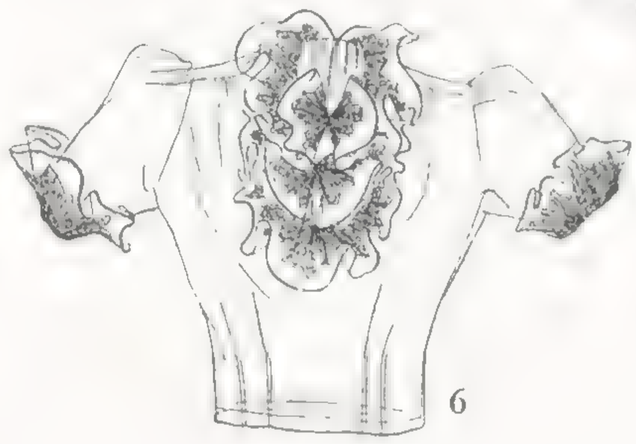
The tailored suit with a wardrobe of blouses is America's spring classic. Here are 1940 versions, from serious to frou-frou.

1. Red guinea-hens on a lemon-yellow background, for this simple blouse of rayon crêpe. McMullen blouse. Best
2. White piqué blouse, stitched all around—perfect for sports suits. Lord and Taylor
3. Classic rayon crêpe shirt, green and brown on white—you might wear it with a tailored beige suit. This is a B. H. Wragge blouse; Bonwit Teller


4

4. Table-cloth-checked in red and white—this spun rayon shirt for your country tweeds. Grace Ashley
5. Grey-and-yellow chiffon blouse...faintly tailored, but still feminine. Grey is a special favourite with yellow. Have this with a grey suit and pale yellow gloves. Stern
6. Frothy at your throat—a blouse of white mousseline de soie, with bib, bows, and cuffs trimmed with pleated lace. Delicate and softening for your severe black suits. You can find this at Bonwit Teller

5

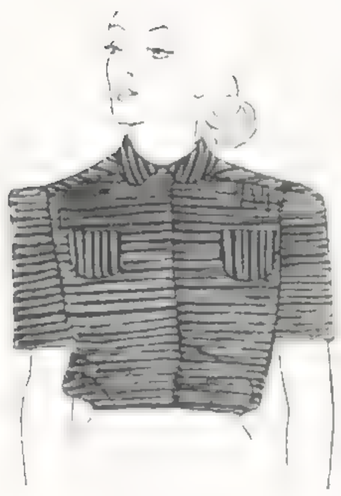

6

FOR AMERICAN SUITS

7

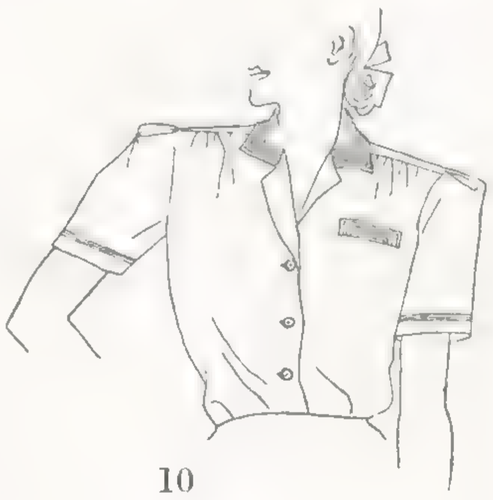
8

7. Blouse of white ninon—its high collar, flat jabot, and cuffs trimmed with Valenciennes lace. Designed by Yolande. Saks-Fifth Avenue
8. Blue silk crêpe shirt, pleated and stitched. The "simple little blouse" you always like to have . . . because it's a good mixer. Lord and Taylor
9. Reminiscent of a basque shirt—this red, white, and blue wool-and-rayon blouse. Slide-fastened under the fly-front. Very flattering accompaniment to your navy-blue suit. Bonwit Teller has this



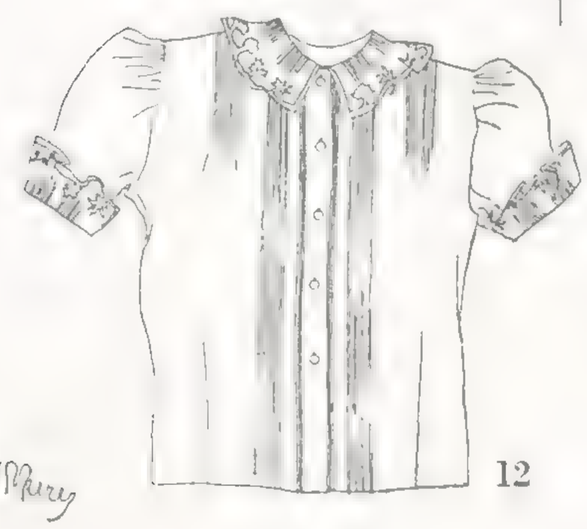
9

10. Classic short-sleeved, open-necked shirt of pale pink silk stitched at collar, cuffs, and tiny pocket. Nice with navy-blue, black, grey. Stern's
11. White silk crêpe blouse, a little bow at its high neck-line. Hemstitched scallops down the front, hemstitching at the cuffs. A Yolande blouse from Saks-Fifth Avenue
12. Little-girl blouse of white imported batiste—collar and cuffs edged with shadow embroidery. Feminine enough to go beautifully with your silk suits. From Franklin Simon



10

11



12

SPEND
Springtime in Paradise
THOSE PERFECTLY HEAVENLY SHOES

Leading dealers everywhere are featuring Paradise Shoes for Spring. Write for beautifully illustrated brochure of Paradise Springtime Footwear Fashions.

Paradise Shoes

BRAUER BROS. SHOE CO. • St. Louis
Makers of Paradise Shoes and Tango Pumps

What masculine fabric will be taken over by smart women this spring ?
Why will zebras be envious of the new evening clothes ?
Will your spring hat take its cue from (1) chignons, (2) haystacks, (3) Boldini ?
What new silhouette will eclipse the wasp waist ?
Which two fabrics, usually given single billing, are in a sister act this season ?
Which three suits will make news in spring wardrobes ?
AMERICAN SHOPPING ★ ★ ★ PARIS FASHIONS
For the answers, see March 1
VOGUE
on sale at your newsstand · 35¢

GUEST ARTISTS

(Continued from page 65) run her Long Island house, as well as six or seven extra, are sent up to the Adirondacks by train. She goes up by car. Her return to Long Island is arranged in the same way, and, in October, the servants go to Palm Beach while she stops at a hotel in New York.

At the camp, she can put up thirty-five people, but the camp has been built in such a way that it is possible to have fewer with sociability. There are several buildings—the large main house with living-room, bedrooms and baths, dining-room and kitchen; the laundry equipped like something in a hotel; the playhouse with an outdoor bowling-alley attached; and three other buildings of bedrooms. Each has its own furnace, hot water, et cetera, so that it can be opened separately at any time of the year. Before going up to Sagamore, Mrs. Emerson makes a list with her butler of all the provisions that can't be bought at the local store and orders them sent up from New York. However, as she and her family are all passionate game players, the most important part of the equipment to be checked and transported consists of such things as mah jong sets, playing-cards, jig-saw puzzles, anagrams, Chinese checkers, et cetera.

MRS. MARSHALL'S DINNERS

Mrs. Charles Marshall runs a large, formal New York apartment and has built up a great reputation as a hostess with her dinners for twenty-four and large supper parties. She thinks the secret is to have a small permanent staff of servants (four are kept in the house), with plenty of extra service for parties.

Mrs. Marshall keeps a dinner-party book with the menus, table decorations, and seating of guests, so that there will be no duplication. At least not unless it is deliberate; when a guest shows unusual liking for a certain dish, she makes a note of it in order to serve it to him again. There is a library of cook-books beside her bed, which she consults when making out the menus with the cook and, when she finds some recipe that looks fascinating, tries it out when she and her husband are alone before taking a chance on it for a dinner-party. The cook orders the food, but she orders the flowers, going to the florist and having them sent home in separate boxes with instructions in each one as to where and how they are to be placed.

Mrs. Marshall believes that there are four ingredients to a successful party: a drink handed to each guest practically the moment he walks in the door; quick service; drinks kept circulating; music as a background. She frankly explains to musicians that they mustn't expect any one to listen. She used to have Joe Coleman, who understood his rôle so well that he would come to her at the end of the evening and ask, "Did I create the right mood?"

The Averell Harrimans give a yearly Thanksgiving party at the family place at "Arden." It is far more like something our grandparents would have organized, or a house-party in some Central European castle, than anything one is likely to find elsewhere in America in this day and age. The house is so tremendous that it is possible to put up sixty-five people, but Mrs. Harriman usually keeps her invitation list down to a modest forty; a group made up of people who know one another well and like croquet, bowling, shooting, cards, parlour games, and conversation. The Robert Sherwoods, Mrs. Ralph Pulitzer, the Swopes, George Abbott, Neysa McMein, and Jack Baragwanath are among those who go up yearly.

The guests begin to drift in on Wednesday and keep coming and going all week-end. The first night's dinner and Thursday luncheon are served in the small dining-room, but, by Thanksgiving night, it becomes necessary to move into the big dining-hall. Usually the guests make short speeches explaining what they have to be thankful for, and they are apt to end by bursting into song. There is certain to be a nightly request for Robert Sherwood's rendition of "The Red, Red Robin" complete with a dance, and, after that, the floor belongs to any one who can sing loudest. The murder game is a great favourite and is sure to be played at least once. Because of the size of the house and the number of rooms where the suspects could have been at the time of the murder, the "detective" must be extremely clever if he is to catch the criminal.

Although this is the only very big party the Harrimans give during the year, the house is kept open all the time, with two men and a woman living in, and an elderly family retainer coming in to do the laundry. For the Thanksgiving party, Mrs. Harriman takes her cook, butler, chambermaid, and personal maid from New York and sometimes some extra servants, but usually she fills in with local people.

OLD SCHOOL, MODERN TIMES

Mrs. Nathaniel Bowditch Potter has somehow managed to adapt the old school of life to modern times. She was brought up in a large household where the entertaining was lavish and, now living in a small flat, still thinks in terms of big parties. The result is that her dinners for ten usually end up by being buffets for forty. But the people fit in somehow. Of course, there is not enough space for all the beautiful china she inherited, but she has worked out a way whereby she uses every set in a system of rotation. One year, the Lowestoft is brought out while the rest is put in storage; the next year, the Crown Derby is used, and so on.

When it comes to a choice between ten more guests and her favourite pieces of furniture, the furniture loses and is put away, to be replaced by what she calls "little gilt horrors"—straight party chairs, in other words. She figures that by concentrating on having the food, the drinks, and the guest list the best of their kind, people are going to be perfectly content on the floor.

The William C. Langleys lead a restless, sporting life and gear their houses in (Continued on page 102)

Does Jobs No Ordinary Iron Could Ever Do!

Presenting the NEW

Automatic Steem ELECTRIC REG. U.S. PAT. OFF.

Steaming IRON

Complete with Cord, Back-rest and Filling Funnel — A.C. $9.95

Slightly Higher in Canada

NO BURN!

NO SCORCH!

NO SPRINKLE!

NO PRESS CLOTHS!

NO MILDEW!

There isn't a housewife that will not thrill to the magic of the revolutionary Automatic Steem-Electric Steaming Iron.

IT GLAZES FURS
IT PLEATS DRESSES
IT BLOCKS FELT HATS
IT STEAMS PILE FABRICS
IT BLOCKS KNITTED WEAR
IT IS SAFE ON ALL FABRICS

Yes, it does all these things and a hundred more feats of magic while saving your time, energy and possessions. "Steem-Electric" will iron synthetic materials with the same ease that it does cottons, silks and woolens . . . and it will not scorch or burn the finest fabric or the most delicate tint as long as it steams.

Standard Model (non-automatic) Now! $8.95
For A.C. or D.C.
Slightly Higher in Canada
Available on Convenient Terms

See the amazing Automatic "Steem-Electric" demonstrated at your dealers. You will learn why housewives everywhere are discarding ordinary irons for the "Steem-Electric".

Free! ✓ MAIL TODAY

STEEM-ELECTRIC CORP.
1727-V Lafayette Ave., St. Louis, Mo.
(Canada: 200 Bay St., Toronto)
Please send me your Free booklet, "14 Amazing Ways to Save Money with the 'Steem-Electric' Steaming Iron."
Name
Address
City State

GUEST ARTISTS

(Continued from page 101) town, Long Island, and Virginia accordingly. The town house and the one in Virginia have separate staffs of servants; the ones in Virginia take a vacation in summer; the ones in town are moved to Westbury for the summer, and, during one month in the autumn, when all three houses are open, a caretaker is left in the country house and the town servants just go down there for the week-ends. Most of the entertaining is tied up with sports—on Long Island, for instance, friends are invited to play tennis and stay for lunch; come for a swim and stay to dinner.

In Virginia, where they hunt five or six days a week, the most important form of entertaining is a hunt breakfast. When the Langleys telephone that they are through hunting and ask for the motor to be sent with boys to take the horses home, it is a signal for putting everything on the sideboard—hot coffee, toast and turkey hash, curried chicken and rice, eggs and sausages and a green vegetable in the electric warmers, besides a salad and stewed fruit.

Since the Langleys have their own airplane, their houses must be kept in perfect running order so that they can indulge their liking for taking off at a moment's notice. According to Mrs. Langley, it's all very simple, once the system gets going!

WILLIAM LABROT, CHEF

The William Labrots also lead a restless life, moving from their small town house, to their place in Maryland, to the house in Bermuda, with dazzling speed. Inasmuch as their friends can't keep track of them, it is a triumph of housekeeping on Mrs. Labrot's part that her servants are always on hand, to do whatever is expected of them. In Bermuda, one maid stays in the house the year around, ready to hire the rest of the staff the moment she receives a cable from Mrs. Labrot. In town, there are three servants: two go with their mistress when she leaves for Maryland, but one always stays on in the house, keeping it clean, turning down the beds every night just in case some one arrives unexpectedly, and having food enough on hand for breakfast or a light meal.

Mr. Labrot likes to cook when he comes in at night after a party, and a small ice-box is kept in the pantry especially for him, with all the things necessary for a late snack, including clams delivered from some special clam place three times a week. All the dishes he cooks require strong seasoning, so there is always a little basket on a shelf near the ice-box filled with every kind of condiment. There was a time when he also used to insist upon mixing the drinks, but he grew tired of that and taught the Negro butler exactly how to make all his favourite cocktails. But even he didn't feel that he could do justice to mint juleps and had the man take a course in mixing those famous Southern Comforts, in Maryland.

Mrs. John H. G. Pell is, like Mrs. Labrot, very young, but her attitude towards housekeeping is not casual. Her Long Island house is completely conventional, run probably just like her mother's except on a smaller scale. She has three servants in the house, and a gardener, chauffeur, and nurse and, as she finds that the most serious problem a housekeeper has to contend with in the country is transportation, she will not hire any one who doesn't know how to drive a car.

Disliking all last-minute hurry and fuss, she runs her own life on schedule and makes the servants run theirs that way. Friday is the day when flowers are ordered from the neighbouring greenhouse—always white for the dining-room, as it is decorated in red and white. Carnations are included in the order when there is to be a dinner-party and put in the finger-bowls, so that the men can use them as boutonnières.

Every summer, she and her husband go up to Fort Ticonderoga. Two of the servants go on vacation, while the rest of the staff sets about giving the Long Island place a thorough cleaning, taking out the furniture, sending rugs and curtains to the cleaners, doing repair jobs on the house.

SIX TO DINNER

My own experience has taught me that a four-room flat takes more thought and trouble than any huge establishment, because it isn't geared for big parties. Probably the answer to that is not to give big parties, but, if you like to entertain, there seems to be no controlling the impulse.

I have a part-time maid who can be prevailed upon to stay late if I am having people to dinner. In that case, when I have actually stuck to inviting only six, I cook the dinner myself. The menu consists of something like consommé out of a tin, used full strength and doctored up with herbs and sherry; a dish on the order of *Champignons Lapérouse*—I snitched that recipe out of my mother's carefully guarded cook-books—as it can be made early and put in the oven at the last moment; and Crêpes Suzette or Strawberries Romanoff, which I whip up in the dining-room. The maid attends to cooking the vegetable while we are having cocktails. The makings for these are set up in the drawing-room, and I have some male guest do the mixing so that there will be no chance of any complaints that "women know nothing about cocktails."

On occasions, I have had as many as eighteen people to dinner. For those, I hire a round top to be put on my own table. One person comes in to do the cooking, and I get two extra maids besides my regular one, to do the serving. Then, going on the assumption that maids are idiots, I type out a list for each one, telling her exactly what she is to do. "When you arrive take off your hat and coat, put on your uniform. At eight, bring up ice for the cocktails, then stand by the front door, open it when any one arrives; take the men's hats and coats and put them in the closet, send the ladies up-stairs to my room. When the cook tells you she's ready, come up-stairs and announce dinner"—and so on, right through to the final instructions telling her to put on her hat and coat before she goes home.

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., and, in Canada, at 21 Dundas Square, Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. Please enclose cheque, money order or stamps. Remittances should be made out to the store or office from which you order.

Prices of Vogue Patterns

308	$2.00
309	2.00
310	2.00
S-4191	1.00
S-4204	1.00
S-4206	1.00
8592	.75
8612	.75
8631	.50
8633	.60
8635	.60
8637	.50

NOBLESSE OBLIGE

For twenty years, children who were the victims of earthquakes, floods, and famine have been aided by the Save the Children International Union in Geneva. Now, as a result of the war, the needs have increased immeasurably, and the American branch of the Union is asking for additional aid from this country. It is a cause very close to every one's heart—won't you send a contribution to the secretary, Mr. Robert Yaller, 1 Madison Avenue, New York?

PRINTED BY THE CONDÉ NAST PRESS, GREENWICH, CONN., U. S. A.

Vogue's ADVANCE MERCHANDISE

PORTFOLIO, FEBRUARY 15, 1940

PARIS CABLE

CREED - classic with fitted jackets slightly longer, big pockets. Some short mess-jackets dipping down front, one with cuff around bottom of jacket. Skirts moderate, all-around gored fullness, or straight front with fullness centre back. Many conservative striped woollens, silks, some checks. Navy-blue trimmed with white. Little black. Fitted redingotes, fullness back. Light colours: butter-yellow, French-blue. New straight polo coat, bordered three bands of stitching. Soft blouses of coloured tie-silk, or frilled white linen ones.

PAQUIN - lots of dressy afternoon and lacy evening, latter with bodices lined flesh chiffon, giving nude look. Lovely new lacquered lace used in modified bouffants, also lace with printed cotton or chiffon. Gored-skirted tweed suits with longish jackets, pastel checks. Also pleated-skirted town suits, black-and-white pin-checks or navy-blue with plaid taffeta. Short skirts.

IMPORTANT HAT POINT - DOWNWARD MOVEMENT IN BACK, BOTH OFF-FACE AND FORWARD TYPES FITTING DOWN OVER THE BACK OF THE HEAD.

AGNÈS - off-face silk jersey aureoles covering top of head only, held on by lace or jersey draped chin-straps. Off-face tricorns, also tricorn worn forward held on by lace snood over face. Draped turbans of Rodier flowered scarfs covering back of head only.

SUZY - narrow rolled-brimmed felt or taffeta hats fitting over back of head, trimmed with feather quills or bouquets in front. Many plaid or plain-coloured taffeta toques, streamers in back. New brimmed Directoire bonnets worn back of head, some with huge taffeta bow-knots, bouquets of flowers, or ribbon frills covering duckbill brims. Much stitched taffeta, also plaid taffeta.

REBOUX - confirming down-in-back movement with feathers or flowers covering back hair, or hat following head-line, such as dotted foulard sailor, brim turning down back, fitting like skull-cap. All hats worn forward. Highish stiff pill-boxes like visor-less French officers' caps, softened by flowers or ribbons in back.

DESCAT - wearable felt, straw toques, dipping down in back, trimmed with quills. TALBOT continues off-face jersey stocking-caps. PAULETTE, new house, shows off-face satin beret held on with draw-string tying back. Beautiful flower-trimmed hats, veiled with tulle, one violet moire, yellow rose on top, green tulle veil.

ANY PART OF THIS CABLE MAY BE QUOTED IF PRECEDED BY "VOGUE'S PARIS CABLE SAYS:"

NEWS IN JEWELLERY

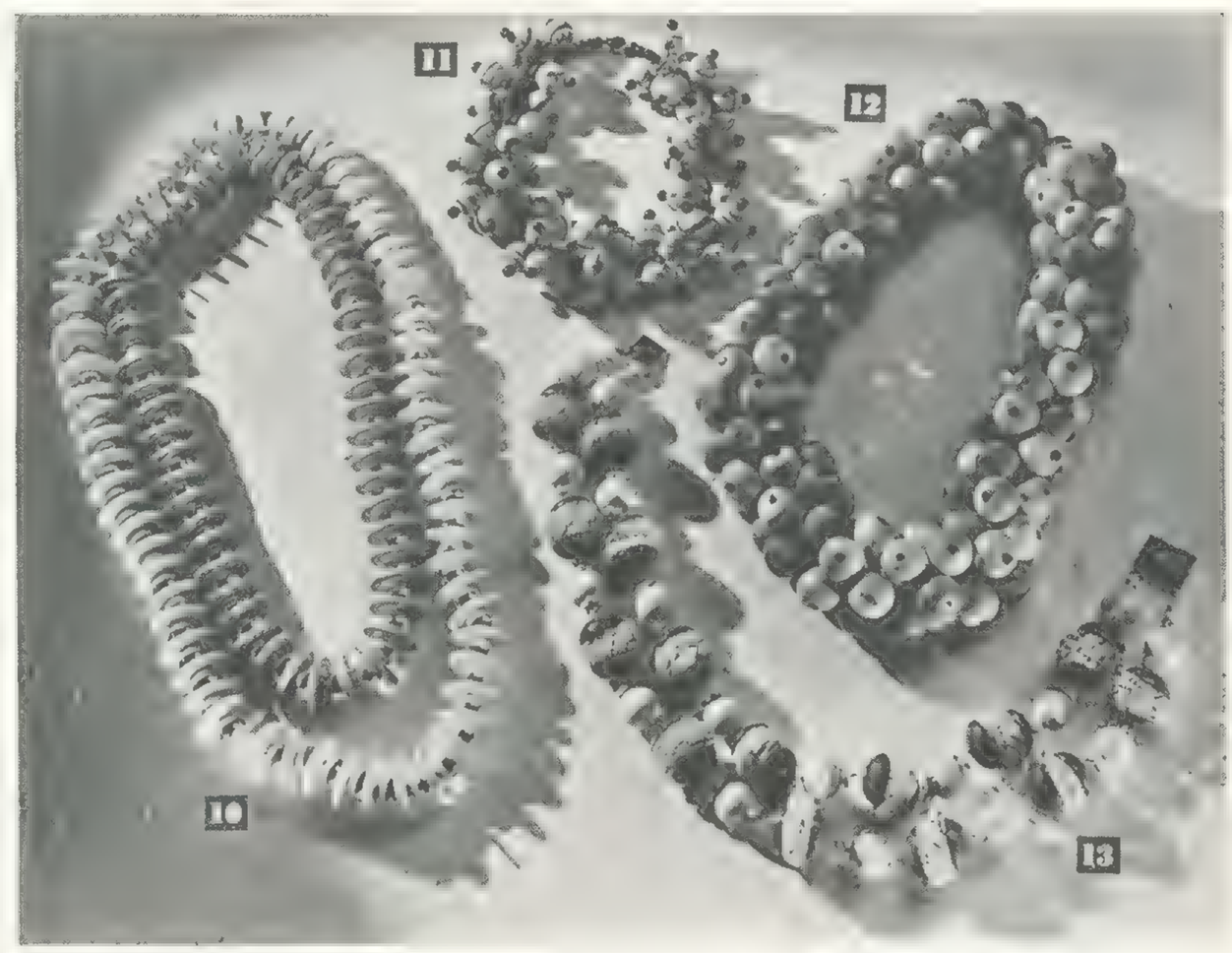
Like early spring dresses, costume jewellery is not circumscribed by geographical boundaries. Jewellery has been designed so that it is appropriate with the soft pastel woollens favored for under-the-fur-coats, as well as with the airier textures worn in warm climates. New colour interest has been created this spring by jewellery that can be matched without difficulty with other accessories.

Some dresses are being designed to fit with effortless ease into the background plan for accessories. Simple neck-lines—high, round, or V—seem to call for the "finishing touch" of a necklace or pin. Another notable feature is the short or above-the-wrist sleeve that fairly demands large, expressive bracelets.

Suits are virtually the drum major in the early ready-to-wear parade. Whether tailored or dressmaker, they are simple in line and unencumbered in spirit. With lapels galore and pockets in profusion—costume jewellers offer the most captivating lines of not-too-gadgety ornaments. *Buy plenty of them* and show them *early!*

Lapel pieces are charming in fish, fowl, and flower motifs

1. Pin of pastel stones set on gilt wires. Vogue Jewelry Novelty.
2. It's a fly-wing rooster pin in bright enamels from Castlecliff.
3. This attractive lapel ornament of pottery flowers set in sterling silver is from the new Faience collection by Sandor Goldberger.
4. A bright red enamel poppy for a gay lapel pin! By Ralph de Rosa.
5. A gilt spray is set with rose quartz and aquamarine-coloured stones. The leaves are enameled. A lapel piece by Cohn & Rosenberger.
6. Rosebud pin in rhinestones and rose-coloured stones by Mazer.
7. Calla-lily sheath of enamel and gilt. Clip by Fallon & Kappel.
8. An evening pin-clip in rhinestones and Satinore beads. Richelieu.
9. A gay and amusing lapel pin! A paradise fish with body of clustered rhinestones, fins of bright coloured enamels. Marcel Boucher.



In casual jewellery it's natural to go native

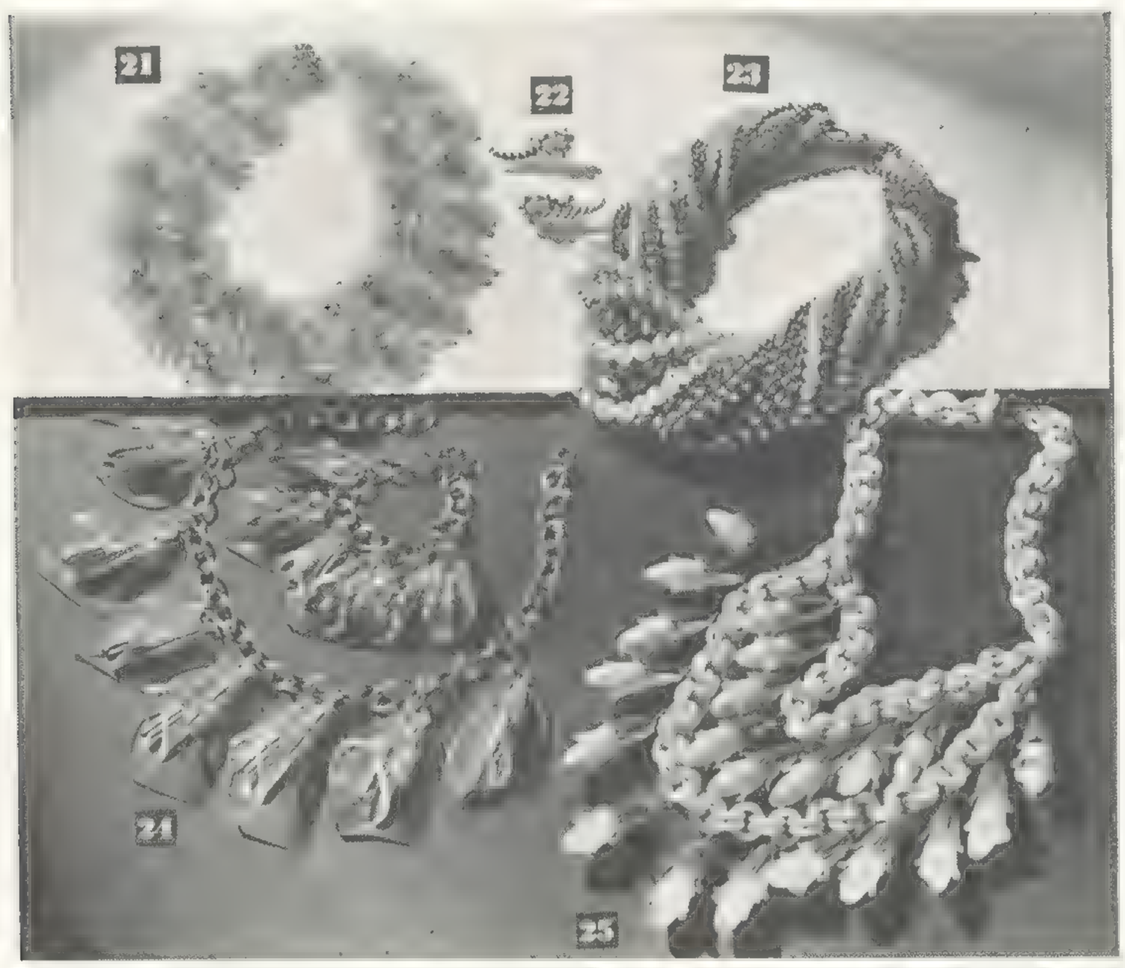
10. These leis of bright Hawaiian coloured discs strung intermittently with metal beads. Buy them in three lengths. Favourite colours can be combined in ones, twos, and threes. Napier.
11. Hand-painted wooden beads are bunched together to make a colourful necklace for sports wear, beach, and play clothes. Made in various colour combinations with matching bracelet by Authentics, Inc.
12. "An apple a day"—so the saying goes, and here are apples for neckwear. They look deliciously colourful with cotton dresses and country clothes. Smartly bulky, they are light-weight. Silson Inc.
13. Painted wooden beads are split in half and filled with curly straw. This unique effect has been created to fit into the current trend in "native" jewellery. This necklace is from Accessocraft.

South of the Border—colourful jewellery influence

14. A festive arrangement of imported white coral matrix and small clustered beads in "clouded orange" dropping from a heavy gilded chain. This distinctive necklace arrangement by Fallon & Kappel.
15. A chalk-white necklace of acetate is draped in a three-tier effect from double silvered metal rings. It is ideal with prints, and will give a cool, crisp touch to dark dresses. From Monet.
16. Unusually large gilt balls are spiraled with tiny opaque beads and strung intermittently with large coloured glass beads. In new spring shades, this bracelet has matching necklace and pin. Trifari.
17. Natural muchacha seeds are massed in profusion, each one tipped with a rondel of bright-coloured glass. The seeds are in shades of greys and browns. Bracelet to match, by Leo Glass.

Translucence is a spring note in stones and beads

18. A bunch of grapes for a lapel pin in a small and dainty arrangement made of gilt and set with pastel stones. It may also be ordered in rhinestones. From Vogue Jewelry Novelty.
19. Amazingly light, and in quiet colours that remind you of the sea and sky. Perfect for summer afternoon and evening dresses. This necklace belongs to a complete series of Aqualite costume jewellery promoted under the name "Horizon" and fashioned by Rice Weiner.
20. Reminiscent of springs and damp green moss, the combination of baroque crystal and smooth green glass beads is enchanting in this double-strand necklace. It is strung in a novel arrangement of gilt wire that runs through the crystal beads and around the glass beads. Bracelets may be ordered to match. Created by S. Freirich.



Necklaces are spot-lighted in new colours, materials and designs

21. A chain of pastel Lucite daisies strung with small crystal beads has been designed especially for youth by Sandor Goldberger.
22. Gilt earrings are set with "turquoise" and "coral" beads. Ciner.
23. Strands of gunmetal and cream pearl beads twisted into this bulky choker. It will be a favourite this spring to harmonize in tone with the greys in ready-to-wear. Heller Pearls.
24. Tranquil calla-lilies suspended from a gilt chain have been made from transparent Lucite. This necklace and matching bracelet are from Alice Mason Johnson, 2472 Hollyridge Drive, Hollywood, Calif.
25. "Roman tulips" have been made in milk-white plastic and gilt metal strung on a double chain. Designed to brighten dark dresses, this necklace is by Martha Sleeper, featured by D. Lisner.

Last-minute News

HORST

Mary Lewis Fashions have made retailing history, both for Best's and Saks-Fifth Avenue. In 1926 Miss Lewis at Best's introduced shirtmaker dresses and started the now-famous up-swing of smart cotton fashions. Silver Tyrolean buttons on a classic reefer coat, and then on a suit, was a design Miss Lewis began. Her Tyrolean shoes started a whole family of shoe styles. Country clothes of workmen's denim were another Lewis inspiration.

In January 1937 Miss Lewis started to promote the "dirndl" by its right name. The culotte skirt and Antibes cotton sweaters were other highly successful Mary Lewis fashions. Her most recent successes have been pinafore dresses for grown-ups and children, corduroy suits for women, gabardine raincoats with book pockets. These are some of Miss Lewis' major contributions.

And now Mary Lewis' own fashions will have a wider availability than ever before, as they will be franchised to one store in a city. They will be the type of clothes and accessories she has made famous, play, sports, and daytime clothes, beach accessories, and clothes for girls from four to fourteen. As has been her successful custom, Miss Lewis will start by styling her own fabrics. Retail prices will range from one dollar for beach accessories to seventy-five dollars for a good reefer. The New York store will be her own, which will open March 1st at 647 Fifth Avenue. This shop will also serve as the testing ground for Mary Lewis fashions before they start their national fame in other stores.

"Censored Red" is Charbert's striking new lipstick (first, right). Bright as the "Passed by the Censor" mark, it is perfect with browns, dazzling with black and white.

Fabergé introduces a new fragrance—"Straw Hat" perfume and Eau de Cologne Extraordinaire (second, right). Gay for spring, they are bottled in the famous straw-topped, streamlined flacons.

Lever Bros., makers of Lux, have inaugurated, and just made available to stores, a hosiery promotion and window display to be tied up with stores' own merchandise. A washability expert will accompany this traveling display and put on the promotion. Write to Mr. H. B. Titcomb, Lever Bros., Cambridge, Mass., for full details of this excellent promotion.

Quiz #2 – Prix de Vogue

February 1

1. What is one unquestionably pure American contribution to fashion?
2. Name five indispensable fashions that every American woman knows.
3. List five points that every woman should look for in buying stockings.
4. Many of your customers will be wearing the patriotic tri-colour. Name three ways in which it can be combined in a costume.

February 15

1. Name three parts of the wardrobe with which lips and nails can blend.
2. What is a new bright accent to dark blue?
3. What twenty-two-year-old colour combination has returned to the scene?
4. Name two colours, either of which you would suggest to wear with khaki.
5. Give three types of woollens in the spring fabric picture.
6. Give three types of silks or rayons in the spring fabric picture.

Promotions from This Issue

As this is the "Spring Forecast" issue of Vogue, alive with news in every field, we give you nine promotional ideas, based on the Vogue pages, for your spring promotions and window displays. Sprinkle them well with energizing "Vogue says" quotations (found on page VIII), and help your spring season flourish.

Pages 42–43 Colour sells—and here is a new angle to it: matching lips *and* nails *and* accessories. Get it across to your customers that colour fastidiousness has replaced the hit-or-miss method of assembling a complete ensemble. For your window displays, sketch some heads and hands on a plain white back-drop. Be-lipstick them, and be-polish them, and then cut out places to insert hats and accessories.

Pages 66–69 You sell other merchandise with fashion points—why not sell fabrics that way? Vogue shows you fabrics, and the dresses they make, and tells you why they're smart. You follow suit. Fill your windows with attractive costumes, and paste on the back-drop huge swatches of their materials, each with a "Vogue says" quotation giving a fashion point.

Pages 80 and 94 Shop-hound goes quizzical with a questionnaire to test whether Vogue readers are as good Shop-hounds as she is. Here's our idea for store use: print the questions and answers on cards beginning "Vogue's Shop-hound asks"—for a store-wide promotion of quality. Stand the cards beside the appropriate merchandise—for instance, the question about what Sanforizing is, with examples of it, in the piece-goods department, as well as with ready-to-wear—and men's shirts.

Pages 44–45 It's reveille for khaki colour, and we think you should greet it with a resounding promotion. It's an inspired alternative to grey or navy-blue as a special colour for spring. Have two windows devoted to it—one showing khaki with black accessories, the other with olive green. A black-and-khaki-striped background would be exceedingly good-looking!

Pages 46–47 And here's news that should sell a myriad of accessories to liven old costumes, or complete new ones: bright green, combined with blue. It's store-wide in scope; it's worthy of several window-displays. You might fill one window with blue costumes, and green accessories; fill the next with green costumes and blue accessories; and then you might fill another with grey costumes, and blue or green accessories—or both. Show off their versatility!

Pages 56–57 Tweeds go to town—suave and citified. Use the Vogue pages as your guide for window-displays in order to spot-light the adroit fashion points that give them that metropolitan air. Point up their well-cut lines, their beautiful tailoring, and the chic accessories that transform them from the rugged country-cousin state into real metropoles.

Pages 40–41 A forceful double-decker promotion for winter-and-on-into-spring: furs and hats. You might sit your mannequins in a row behind a big drop, with holes outlined with a painted border to look like picture frames. The result would look very much like these pages.

Pages 52–53 Navy-blue-trimmed-with-black (and more often than not it's black passementerie), dormant since 1918, has been duly awakened by fashion, and shows signs of again becoming the Great American Fashion. To window-display it, you might write punch-giving "Vogue says" quotations on your back-drop, cutting the words "navy-blue" out of some dress material, and writing "black passementerie" with a swirling piece of that very thing.

Page 84 A hair-brush promotion! Go on a hair-beauty campaign for your customers in your first-floor cosmetic department. Via quotations on cards giving Vogue's excellent advice, instruct them how to brush curls, waves, etc. And on the back-drop of your window, paint a huge brush, stick tufts of black wire into it (for bristles), and from them suspend the brushes you are featuring. We think it would be tremendously effective!

Lingerie

1. 2. 3.

1. Smoky-grey chiffon makes this lavish ensemble. There's grey-dyed Alençon lace to match, for the yoke of the coat and of the gown beneath. It's called "Feumée Bleu." Carol.

2. Wide lace squares off a young neck-line, and holds puffed sleeves close to the arm. It's all in the interest of a dove chiffon coat, to be worn over a dove satin gown. S. Cohen.

3. "Hyacinth" is its name. And a very apt one it is, too, for this fragile white ensemble. Chiffon is used for both the gown and the coat, and both are trimmed with Binche lace. Carol.

4. 5. 6.

4. Yards and yards of sheerest white for the skirt. And at the waist, a wide satin corselet, half pink, half blue, harlequin-fashion. It's called "Duet", and it's French Fashions'.

5. A jabot cascades from the round collar: to make a completely new night-gown neck-line. The gown is yellow silk crêpe, and the scalloping is iris blue. From Sig Rosenthal.

6. A rosy-pink silk sheer, polka-dotted in navy, for this pretty, but tailored gown. Shutter pleats fold horizontally across the bodice, and softly at the shoulders. By Yolande.

7. 8. 9. 10.

7. The surplice closing fits beautifully. For this slip, it's inserted with a rayon sheer that's been corded, to look like tucking. The slip uses a new, fine rayon crêpe. Roth Silks.

8. The swish of taffeta puts lingerie in an April mood. This slip of black rayon taffeta is well-cut, with a fitted bodice and full skirt. The scallops are lined with colour. Aronson-Caplin.

9. Appliquéd leaves are a favourite decoration this year. These, in the same rayon satin as the slip, trace the high, fitted lines of the bodice. The slip is well-cut. Laros Textiles.

10. A camisole slip (this time, a "Biastrait" of silk and rayon satin) to wear under this spring's sheer blouses. There's a ribbon-run ruffle, too, at the hem. Mary Barron.

for Spring

11. This slip has a normal waist-line, to fit it snugly under the new basque-bodice dresses. It's black taffeta, with a wide swishy skirt, and black beading at the top. David H. Kraft.

12. For the trousseau: this ravishing slip of silk satin, with half a skirt of Alençon lace, and lace at the fitted bodice. There's a satin bow-knot appliquéd on the skirt. Yolande.

13. Our editorial hats are off to this grand idea: a silk-sheer, lace-ruffled blouse top, for a silk satin slip. A two-in-one to wear under the town suits that are selling. Chevette.

11. **12.** **13.**

14. A sheer, imported batiste is used for this enchanting gown. It's made like a pinafore, you see, with eyelet-embroidered ruffling over the shoulders and at the bodice. Iris.

15. This delectable gown has a full, very sheer skirt of chiffon. The high, Empire bodice alternates shirred chiffon, and tied bands of lace. Lace straps, too. Sig Rosenthal.

16. Really an achievement in lingerie design: this tunic-skirted gown with the charm of the early 1900's. It's pale blue silk chiffon, with a blue lace bodice. French Fashions.

14. **15.** **16.**

17. A panel at the waist-line, gathers in the shirring which fits this pretty gown. It's hand-made of a fine rayon crêpe, and has satin flowers appliquéd on the bodice. From Epstein.

18. Crossed bands of lace give this gown a flattering line at the bodice. The little sleeves and bodice insertions are of silk sheer, and the skirt of silk satin. Tailored Silks.

19. Double straps of lace and ribbon-run beading give this gown the popular camisole top. Made of a new, closely-woven rayon crêpe, in delectable colours. Sussberg & Fineberg.

20. A practical sleeping pyjama that's so well tailored, it could be used for lounging. Rows of stitching outline the club collar and other details. Made of rayon crêpe. Miss Swank.

17. **18.** **19.** **20.**

"VOGUE SAYS" ON SPRING

These four cards free; write Vogue Merchandising Service, 420 Lexington Ave.

Vogue says: "Navy-blue was never more beloved."

Vogue says: "Officer blues and greys."

Vogue says: "White touches—never spring without them."

Vogue says: "Lips and nails are part of your costume."

Additional quotations not made up on cards.
Use them in advertising or make up your own cards.

Navy-blue

Vogue says: "Navy-blue with black, striking and special."
Vogue says: "Wear navy-blue with bright green."
Vogue says: "Wear navy-blue with white."
Vogue says: "Navy-blue for an entire costume."
Vogue says: "Navy-blue—that young, classic, go-with-everything colour."
Vogue says: "Navy-blue is a beautiful basis for a wardrobe."

Fabrics—Colour

Vogue says: "Khaki is in the news again."
Vogue says: "All greens—pale emerald, bronze, leaf."
Vogue says: "Start with a blue costume and add green touches."
Vogue says: "Start with a green costume and add blue touches."
Vogue says: "Khaki—good accessory colour, especially with black or olive-drab."
Vogue says: "Blazer stripes are exploding in town and country this spring."
Vogue says: "Army-officer fabrics: whipcord, gabardine, covert-cloth."
Vogue says: "Polka-dots, recurrent, the best the size of a golf-ball."
Vogue says: "There's a multiplicity of stiff fabrics this spring."
Vogue says: "Taffeta accenting wool dresses and suits."
Vogue says: "Lots of pastel-monotones this spring."
Vogue says: "Surah rides higher than ever this year."

Ready-to-Wear—Furs

Vogue says: "Little fur capes make news this spring."
Vogue says: "Wear a little mink cape, with its own stole."
Vogue says: "A navy-blue serge dress, very 1918, banded with black braid."
Vogue says: "Everywhere, the long-torso looks newest."
Vogue says: "Tailored silk suits, rustling crisply, for afternoon."
Vogue says: "Dinner-costumes with a classic line—the new Renaissance dresses."
Vogue says: "Reefers are still on the up-beat."
Vogue says: "A short boxy coat for first days in the country."
Vogue says: "Coat-with-dress—one of the ways of spring."
Vogue says: "Suave citified tweeds stay in town."

Beauty—Cosmetics

Vogue says: "Short, neat coiffures, or longish neat coiffures this spring."
Vogue says: "Tomato-red make-up with navy-blue."
Vogue says: "Do rediscover the flattery of deep, shadowy waves."
Vogue says: "Lips and nails are part of your colour scheme."
Vogue says: "Lips and nails match your bonnet."
Vogue says: "Lips and nails tally with your hand-bag."

Trade Edition Subscriptions
2 years (48 issues) $8.00
Write for quantity rates
February 15, 1940

Retailers, manufacturers and advertising executives are entitled to receive the Trade Edition of Vogue. Subscriptions must be placed direct with the publisher or direct with a catalogue subscription agency. Do not subscribe for the Trade Edition through an agent calling on your store. Make your check payable to Vogue, and mail to Vogue, Greenwich, Conn.
Copyright—the entire contents of Vogue—text and illustrations—are protected by copyright in the United States and all countries signatory to the Berne Convention and must not be reproduced in any manner without written permission.

The Spirit of Spring
Jacqueline takes the "first fine rapture" that is spring and transmutes it into these exquisite new Jacquelines . . . so lovely on the foot that they make you glad to be alive! See them and appreciate their fine craftsmanship . . . their soft, rich materials . . . their inimitable styling! Write today to Dept. J-2 for the name of your Jacqueline dealer.
WOHL SHOE COMPANY • ST. LOUIS, MO.
$6.50 and $7.50
Jacqueline
designed by WOHL

At left: ACTUAL COLOR PHOTOGRAPH. James Callis, North Carolina farmer, shows Miss Agnes Williams — from a near-by farm — a tobacco plant in flower, from the fine crop he has raised by U. S. Government methods.
Copyright 1940, The American Tobacco Company
"UNCLE SAM'S
new ideas helped make tobacco better than ever
...and Luckies bought the top-notch grades!" says Luther Herring, 12 years a tobacco buyer!
Q. "You say Uncle Sam's ideas have helped tobacco farmers?"
MR. HERRING: "Yes. Even though crops vary with weather, U. S. Government methods have made tobacco better than ever during the past few years."
Q. "And Luckies get this better tobacco?"
MR. H: "Luckies buy the finer grades, and always did."
Q. "That's a strong statement."
MR. H: "Well, I see first hand that they buy the prettier lots of tobacco on the warehouse floor. In fact, that's why Luckies are the 2-to-1 favorite with independent tobacco men. And that's why I've smoked them myself for 21 years."
Try Luckies for a week. You'll find they're easy on your throat — because the "Toasting" process takes out certain harsh throat irritants found in all tobacco. You'll also find out why —
WITH MEN WHO KNOW TOBACCO BEST — IT'S LUCKIES 2 TO 1
LUCKY STRIKE "IT'S TOASTED" CIGARETTES
LUCKY STRIKE
Have you tried a LUCKY lately?